


American

CATTLE



PRODUCER

THE CATTLEMAN'S BUSINESS MAGAZINE

Call for
Convention at
Tampa, Florida
January 24-27

DECEMBER
1961



NATIONAL WESTERN Angus Bull Sale



Jan. 16

**at
Denver,
Colorado**

350 HEAD

**Your opportunity to Buy Better Black Bulls
From the Largest Offering in the West**

75 HERD BULLS

from many of the leading herds in the United States

Select your next herd sire from the largest group of high-quality bulls ever offered at Denver.

Individual bulls sell at 9:30 a.m., January 16, at the Lamont Pavilion.

275 RANGE BULLS

in uniform pens of three

Individuality and numbers to meet your needs. Closely assembled for easy selection. Choose your calf-crop improvers from this large consignment of rugged Angus bulls.

Pens sell at 1:30 p.m., January 16, in the Stockyard Pavilion.

For sale catalog write Milt Miller, Sale Manager
American Angus Association, 3201 Frederick Blvd., St. Joseph, Mo.

Remember, they're worth more if they're Black!



VOL. 43, NO. 7

DECEMBER, 1961

In This Issue

American National Doings	13
Association Notes	10
Breeds, Shows, Sales	18
Calendar	23
Call for Convention	4
CowBelle Chimes	16
Editorials	4
Feedlot Talk	19
Foreign Livestock Notes	21
Last Roundup	22
Lookout	5
Names in the Livestock News	22
Public and You	9
Public Land Sesquicentennial	7
Research Must Go On	8
Setting National Policy	6
Statistics	23

This Month's Cover

Winter water-hole in Oklahoma.
Photo by Bob Taylor, Cordell, Okla.

The American Cattle Producer is published monthly by the American National Livestock Association Publishing Co., 801 East 17th Ave., Denver 18, Colo. Second-class postage paid at Lincoln, Nebr.

Change of address notices, undeliverable copies, orders for subscriptions (\$2 a year; Canada and foreign \$2.50) and other mail items should be sent to American Cattle Producer, 801 East 17th Ave., Denver 18, Colo. Microfilms of volumes starting with 1957-58 are available. Inquiries should be directed to University Microfilms, 313 N. First St., Ann Arbor, Mich.

801 EAST 17TH AVE., DENVER 18, COLO.
(PHONE AMHERST 6-2330)

C. W. McMILLAN Managing Editor
DAVID O. APPLETON Editor
DUDLEY CAMPBELL Business Manager

Advertising Representatives:

Norris H. Evans Company, Box 36, Upper Montclair, N. J. Phone PILgrim 4-2484
New York Phone PLaza 5-1127

M. B. Bock Associates, 654 Baker Bldg., Minneapolis 2, Minn. Phone FEDERAL 6-5357

Richard B. Kilner, Merchants Exchange Bldg., 465 California St., San Francisco 4, Calif. Phone YUkon 2-9030

Officers of the American National Cattlemen's Association:

President—Fred H. Dressler, Gardnerville, Nev.
First Vice-President—Cushman Radebaugh, Orlando, Fla.
Second Vice-Presidents—E. S. F. Brainerd, Canadian, Texas; Bern Coulter, Bridgeport, Nebr.; W. D. Farr, Greeley, Colo.; Robert O. Johnson, Sanger, Calif.; Harry Stearns, Prineville, Ore.; C. S. Whittington, Greenwood, Miss.

Executive Committee—G. R. Milburn, Grass Range, Mont., chairman; Lawrence E. Downey, Sharpsburg, Md.; Edward Francisco, Pomeroy, Wash.; Ernest Ham, Viewfield, S. Dak.; Manville Kendrick, Sheridan, Wyo.; Wayne Rowe, Lawton, Okla.; Milton D. Webb, Phoenix, Ariz.; Fred H. Dressler; Cushman Radebaugh; E. S. F. Brainerd; Bern Coulter; W. D. Farr; Robert O. Johnson; Harry Stearns; C. S. Whittington.

Executive Vice-President—C. W. McMillan, Denver, Colo.
Secretary—Dudley Campbell, Denver, Colo.
Director of Information—Lyle Liggett, Denver, Colo.

American Cattle Producer



Your Cattle Need This Winter Protection

Don't Feed Lice All Winter!

Rid your cattle of those blood-sucking, weight-wasting lice. It's easy, and it's inexpensive when you dip or spray with

FRANKLIN TOXAPHENE - LINDANE SPRAY CONCENTRATE

a practical control with one application for lice and ticks on cattle, sheep and goats. Gives quick kill and long residual action. For spray mix one gallon in 150 gal. of water. For backrubbers, one gallon with 12 gallons of fuel oil.

SHIPPING FEVER

Vaccinate now for winter protection against the deadly Hemorrhagic-Septicemia factor by using FRANKLIN C-P BACTERIN or broaden the scope of protection to cover control of Blackleg and Malignant Edema as well as Hemorrhagic Septicemia by using FRANKLIN TRIPLE BACTERIN.

Protect Your Herd Against LEPTOSPIROSIS

"LEPTO" is becoming a serious source of loss in many parts of the country.

It's a wise precaution to vaccinate when there is any possibility of exposure.

If lepto has been in your herd and you have vaccinated, don't fail to give the cows a booster dose each year. Also vaccinate the calf crop. Lepto is deadly to calves.

Annual vaccination of the herd should be practiced for at least three years following an outbreak.

For dependable immunity use FRANKLIN LEPTOSPIRA POMONA BACTERIN

The full line of Franklin Products may be obtained from local dealers located in nearly all trading centers where livestock are important.

O. M. FRANKLIN SERUM CO.

DENVER	KANSAS CITY	WICHITA
AMARILLO	FT. WORTH	MARFA
ALLIANCE	SALT LAKE CITY	LOS ANGELES
BILLINGS	PORTLAND	MONTGOMERY
		CALGARY

SULFA TREATMENT AT ITS BEST!

The stockman's standby for quick control of the many dangerous bacterial diseases such as Shipping Fever, Calf Diphtheria, Bacterial Scours, Bacterial Pneumonia, Foot Rot, Coccidiosis and the prevalent bacterial complications of virus diseases.

FRANKLIN TRI-SULFA

provides high, long-lasting blood levels of three effective sulfonamides. Available in Solution, Boluses and Liquid NS.

New Low Prices Now Apply!

Since many bacterial diseases of livestock involve several organisms, the successful treatment of severe cases may require a broad spectrum antibiotic combination such as FRANKLIN PENICILLIN DIHYDROSTREPTOMYCIN SOLUTION. This in addition to TRI-SULFA gives maximum antibacterial effect with specific action against a wide range of infections.

Full details on page 34 of the Franklin catalog.

Every Stockman should have a copy of the complete Franklin catalog. A reliable reference for the protective care of livestock. Free from dealers or by mail.

FRANKLIN PRODUCTS PROTECT THE STOCKMAN'S PROFIT

CALL FOR CONVENTION

THIS IS TO NOTIFY the membership that the 65th annual convention of the American National Cattlemen's Association will be held in Tampa, Fla., on Jan. 25, 26 and 27, 1962, with a meeting of the Board of Directors set for 7 p.m. Jan. 24 at the Hillsboro Hotel.

Although this is the second time the American National has met in Florida, it strikes me as significant each time that we, the nation's beef cattle producers and feeders, return to the land upon which the first bovine critters landed more than 400 years ago. A lot of things have happened in those four centuries, and beefmaking has spread to all parts of the land, with only a comparatively recent "rebirth" of it as an important part of the economy and culture of the Deep South.

* * *

WHAT THAT RESURGENCE will mean in the future will interest all stockmen from all parts of the country. Many in the Southeast feel that that area can "take over" from the more traditional raising and feeding areas. Others feel that the practical saturation point is not far away, and that Florida, for instance, will continue to be hard pressed to handle increased demand in that fast-growing state.

Whatever your views, a visit to Tampa and the American National convention should help you learn more about the South's cattle industry and the problems which plague us in all parts of the nation.

Besides routine association business, we will consider and establish policy on many, many other topics of interest to every phase of beef raising, feeding, marketing and merchandising.

There will be entertainment features for every member of the family. Special programs are provided for CowBelles and Juniors. Many families will remain in the South for extra days to visit ranches or tourist attractions, others may be taking the several tours to South America and the Caribbean.

* * *

EACH CONVENTION transcends in importance those before it, but it should be apparent to all that the collective, freewill decisions of cattlemen in this crucial period of bounding—not creeping—bureaucratic control are most important. Be with us in Tampa to join your colleagues in giving strong voice to the desire to continue conducting the cow business in the best interests of the nation.

C. W. McMillan, Executive Vice-President

A STRANGE ALLIANCE

ACTION by the National Hide Association seeks to outlaw the practice of branding cattle, perhaps through a national law.

The group called a meeting for Nov. 28 in Chicago to try to further its drive to eliminate branding. Scheduled to attend the meeting besides hide people and representatives of USDA, meat packing associations, National Renderers Association and the American National Cattlemen's Association will be humane interests, especially invited by the National Hide Association.

American National representatives had previously met with the hide people on the subject, attempting to explain the need for branding, its practicability and, yes, its humaneness.

No one in the centuries-long practice of branding cattle has heretofore seriously questioned the need for branding which is required under many state laws.

If there is or can be a better, practical method of identification, certainly the cattlemen will be glad to learn of it . . . and put it into use.

* * *

BUT WE CANNOT SEE the relevancy of injecting the element of "emotion"—the weakness in any argument with humane devotees—into the National Hide Association's drive for more profit in hide sales.

HOW'S THAT AGAIN?

IN THE CONSTANT EFFORT to keep financial support high and representation wide, the American National frequently sends out "solicitation letters" to prospective members in almost every state.

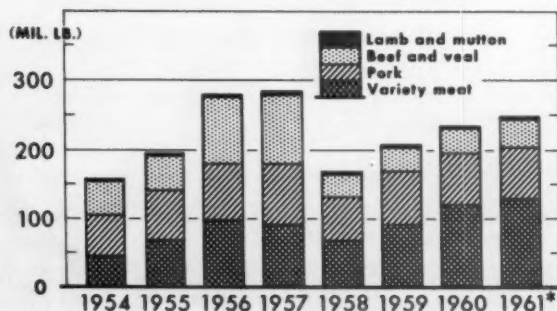
The staff in Denver reviews the returns and pays close attention to the letters or notes from those solicited . . . whether they join or not. In that way we can get yet another "grass roots" sample of opinion about the state of the cattle industry and its problems.

However, a recent note from a solicitee in a mid-South state should startle the many Democrats among our two-party membership . . . and raise a question or two about whether a party label supersedes basic principles.

* * *

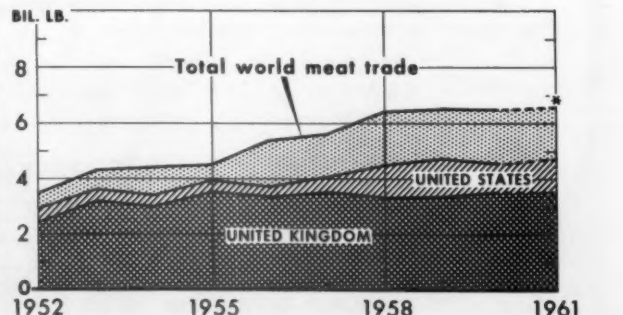
HE WROTE: "I am a Democrat. Send your request to a Republican who wants to stay free."

U.S. meat exports 250 million pounds



* Estimated

Red meat imports 1 billion pounds



USDA Charts

American Cattle Producer

The Lookout

BEEF PRODUCTION IN 1961 WILL HIT A RECORD 15.2 BILLION POUNDS

Beef production for 1961 is estimated by USDA at a record 15.2 billion pounds, up 3% from the previous high of 14.7 billion pounds set last year. Total cattle slaughter (including farm slaughter) for 1961 will be about 1% above the 26 million head slaughtered in 1960. A heavier average dressed weight per head is largely responsible for the new record high beef production.

Civilian consumption of beef rose to the record level of 15.6 billion pounds, compared with 15.1 billion pounds in 1960, the previous record. The increase more than offset the rise in population and is expected to result in a record per capita consumption of 86.7 pounds—around 2% above both last year and 1956. In the latter year, a record 27.8 million head of cattle were slaughtered.

The limited increase in slaughter this year, coupled with a larger calf crop and an exceptionally low level of calf slaughter, will result in an increase in cattle numbers somewhat larger than the million head added last year. The number of cattle and calves on farms Jan. 1, 1962, is expected to set a new record of around 98.5 to 99 million head.

The increase in cattle numbers is expected to result in a total cattle slaughter in 1962 of about 27.3 million head compared with 26.2 million head this year. However, total slaughter next year is expected to include more cows but fewer fed heifers. Beef production in 1962 is expected to be up only about 2% from the 15.2 billion pounds produced in 1961. The increase in cow slaughter is also likely to reduce the amount of processing beef imported, especially in the last six months of next year. The net result appears to be a per capita consumption of beef slightly under the 86.7 pounds set this year. This is likely to be accompanied by some improvement in fed cattle prices over 1961 but lower prices for cows, especially during late summer and fall, says USDA.

Pork production in 1962 is expected to increase somewhat from this year's level, estimated at about 1% less than in 1960. The nominal increase in prospect for 1962 will exert little price pressure. Next year's lamb slaughter probably will be smaller than this year's—the largest since 1948—and some price recovery is expected in 1962, says USDA. Broiler output is expected to be 12% or more greater than in 1960, and 1962 production may not change much from 1961 in spite of low prices this year. The 1962 turkey crop is likely to be down from this year's record crop of 107 million turkeys—26% over the 1960 crop. If made effective, proposed marketing orders will partly influence the 1962 volume and price.

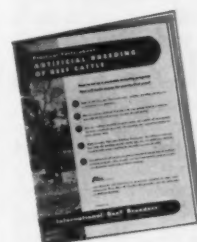
Rising consumer incomes and generally stronger domestic demand prospects for 1962 reflect prospective further expansion in economic activity, output and employment. Although such expansion would take up much of the slack in the economy, it is not likely to be large enough to result in undue strain on productive capacity nor result in a significant upward rise in prices, says USDA.

December, 1961

Get this free FACT FILE on AI Breeding of Beef Cattle

- ★ A complete collection of practical information about AI breeding in commercial cow herds in the U. S. and Canada. Complete cost data, article reprints, actual case histories.

Complete Report on the Do's and Don't's of AI Beef Cow Breeding



More than
20 pages of
factual
information

Here's the first PRACTICAL report on what you can expect from an Artificial Insemination program on your commercial cow herd. Tells how to combine artificial insemination with your present bulls in a combination program that will give you the most for your money. Gives complete information on actual conception rates for commercial operations, what you need to set up an AI test program, what a complete calf crop from one or two top herd sires would mean to you. The most complete file of information for the interested cattleman ever put together. Tells all the problems involved as well as the practical advantages of this new beef production tool.

Write for your free file folder
today—absolutely no obligation.

International Beef Breeders

P.O. Box 15007 Denver 15, Colo.



SETTING POLICY FOR THE NATIONAL BEEF INDUSTRY

By LYLE LIGGETT

DEVELOPMENT POLICY becomes a highly complex matter in the case of the national beef industry when it is remembered that the American National Cattlemen's Association acts upon the vote of its thousands of members and 140 affiliated county and state organizations.

Behind the passage of a resolution which establishes policy under which officers and staff must act are many hard hours of democratic procedure. Most resolutions come into the American National's big annual convention from one or more affiliated groups which have threshed out the obvious bugs.

It is interesting to trace the course of a resolution from its start at the grass roots. This resolution might deal with relief from unlimited imports of foreign beef.

SEVERAL WRITTEN VERSIONS will have been acted upon by local or state affiliates. These will be submitted in person by a representative of the sponsoring group, or in writing, to the appropriate committee. Of the 13 standing committees, imports would logically be considered by Marketing. Because several groups are concerned about this perennial problem, several resolutions will have to be considered and juggled until appropriate, all-encompassing language is agreed upon.

After it is accepted by the more than 30 members of a committee (each state is represented by an appointee on each committee except those, such as Forest Advisory or Brand and Theft, which do not apply to a state's conditions), the resolution is taken to the Resolutions Committee by the chairman of the appropriate committee.

There, the chairman "pleads" the case before a body of men (one from each of the 33 affiliated state groups) headed, traditionally, by the first vice-president of the National association. At Tampa, as in Salt Lake City last January, the chairman will be Cushman Radebaugh of Fort Pierce and Orlando, Fla. A comment by the chairman gives some idea of the work that goes into resolution-framing: "The Resolutions Committee seldom sees the light of day. In fact, I remember the convention in San Francisco when the committee didn't leave the hotel!"

Resolutions also are accepted directly from members if the topic doesn't fit into the scope of a particular committee.

FOOLING ACCEPTANCE by the Resolutions Committee, the resolution is read on the final day of the convention to the assembled members. If even one member desires to have it set aside for further debate and consideration, that resolution is held back until all others are read and acted upon.

Often debate on a contested resolution gets hot and heavy, tempers flare and lifelong friendships quake, but the

membership wouldn't have it otherwise. Usually only one or two resolutions are "set aside" for debate, but the procedure is kept wide-open by alert stockmen, many of them leading legislators in their home states who know a "touchy" subject when they hear one.

A debated resolution is never declared passed until a careful count of a standing vote is made and a majority is clearly ascertained. Provision is made in the constitution for a secret ballot and for a written vote in accordance with a formula of representation within the National organization, but time has proven to the membership that the "open" vote of the delegates at a convention is clearly representative of majority thinking throughout the industry.

In fact, state and county associations meeting soon after the National convention invariably "endorse" the National convention action by passing resolutions almost word-for-word with those already considered National policy. The same situation works in reverse when groups meeting before the National organization are pleased to note that their resolutions have become National policy almost without alteration.

WHAT HAPPENS to a resolution turned down in the Resolutions Committee? This frequently happens, particularly to a motion which appears to have only local or personal interest or which is in conflict with another resolution coming from another committee.

The assembled membership, by a two-thirds vote, can agree to hear debate and consider the thwarted resolution "on the floor." Thus, advocates of a particular cause can gain a larger

hearing and perhaps reverse the decision of the Resolutions Committee, which is usually composed of immediate past presidents or current officers of the various state affiliates. It is not unusual in the cattlemen's free-swinging democracy and jealously-guarded independence to find a state representative on the Resolutions Committee at odds with members of his own state delegation . . . and the floor debate shines a strong spotlight on any local differences and corrects any difficulties that might arise from so-called "domination."

Because of the close scrutiny at every stage, many an old-timer has commented: "When a resolution finally does get past all the steps, it's got to be a good one and right for the industry!" Time usually proves him correct.

WHAT HAPPENS after the convention is over and the delegates go home? Are the resolutions forgotten? Do the committees cease to function until the next annual session?

Not if the organization maintains an effective staff, has chosen aggressive officers and named committees wisely. Like other leading agricultural and "trade" associations, the American National has a combination of all three, with a particularly effective legislative committee of seven stockmen who spend much time in Washington working to see that resolutions come to reality. The committee is well accepted because lawmakers and administrators recognize the members as actual ranchers and feeders spending their own time and money.

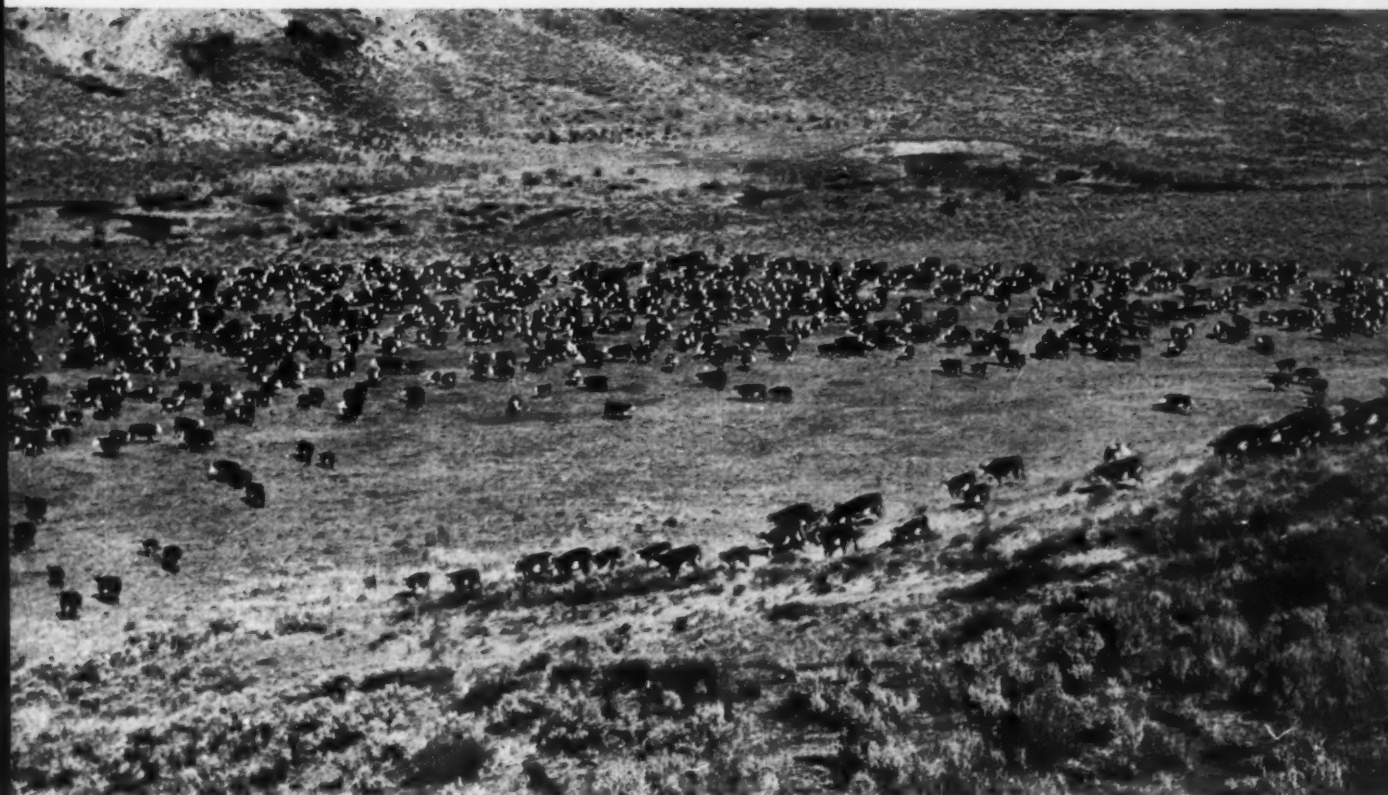
Between conventions, alert committees must keep abreast of activities and developments in their fields of responsibility to anticipate conditions that may require new resolutions or alterations of policy at the next convention.

AS AN EXAMPLE: On Nov. 28 nearly 60 of the nation's leading stockmen met in Chicago at the request of the brand and theft committee to head off a threat by the National Hide Association to seek a new avenue in its long-standing campaign to outlaw hot-iron branding. The organization tried to enlist the sympathy and financial support of the humane organizations, calling branding "inhumane" and "barbarous." Forewarned and fortified with facts, the stockmen showed the hide and humane groups that there would be firm opposition to their efforts to abolish branding.

Evidence of the effectiveness of resolutions was proved this fall when the heads of two public land agencies—U.S. Forest Service and Bureau of Land Management—met with the combined membership of the American National's public lands and forest advisory committees. BLM Director Karl Landstrom cited his agency's reactions to resolutions of several past conventions; most

(Continued on Page 15)

ANCA Convention
Tampa, Fla. • Jan. 24-27



BLM Photo

ONE HUNDRED AND FIFTY YEARS OF PUBLIC LAND MANAGEMENT

THE FIRST SYSTEM of public land management was established 150 years ago when the General Land Office was founded in Washington, D.C., in 1812. And the long and colorful history of the public domain has been much of the history of pioneering, settlement and development of our western world.

In 1812, most of the intermountain West was an undeveloped wilderness—populated chiefly by Indians and occasional migrant fur trappers. The region was destined to wait many years until hardy pioneers began the long, continuing trek westward.

In those several decades, the major mission of the General Land Office was settling farmers and stockmen on the public lands—of which there were hundreds of millions of vacant acres. Even long after the frontier had been pushed westward across the mountains, the government was primarily concerned with disposition of remaining public lands.

After 1900, when more and more of the public lands were occupied and the need increased for developing and conserving our natural resources, more active management of the public lands was imperative—particularly administration of the rangelands needed for grazing and raising livestock. And

By Gerald M. Kerr
Assistant Director
Bureau of Land Management,
United States
Department of the Interior

we've been riding the trail together with cattlemen since 1934, when the Taylor Grazing Act introduced intensive management and conservation to the public rangelands.

THIS YEAR on our sesquicentennial, the Bureau of Land Management—successor to the old General Land Office and the Grazing Service—is still vitally interested in these public lands.

We have already introduced accelerated programs that include reseeding and reforestation of depleted areas, control of erosion with detention and diversion dams, and protection of the range from fire and pestilence.

And we're still riding the trail together—cattlemen and the Bureau of Land Management. But we're no longer alone! In fact, the public rangelands aren't so lonesome anymore. We're meeting and working with foresters and timbermen, hunters and fishermen, outdoor recreationists, miners and prospec-

tors, and lots of others—along the same old trail.

AS A RESULT, all of our present and future programs must take into consideration the needs of all to use the public lands of the intermountain West. To achieve effective development and conservation of these lands, no special interests can be served.

On our 150th anniversary of public land management, we are faced with problems of considerable magnitude, obvious obstacles to the success of our modern mission. But for every problem there is a solution. And one of the most important is helping stockmen and ranchers to develop and best utilize existing and available public rangelands. Every acre can be used more efficiently.

But in this effort we need the support of the cattle industry, just as we need the support of all Americans in effectively and intensively administering ALL public lands for all purposes throughout the nation.

THE YEAR of our sesquicentennial—1962—is new. But our task is traditional: to provide the greatest benefit to the most people. Only then is public land management successful. Only then is our mission accomplished.

DO WE NEED RESEARCH IN THE CATTLE BUSINESS?

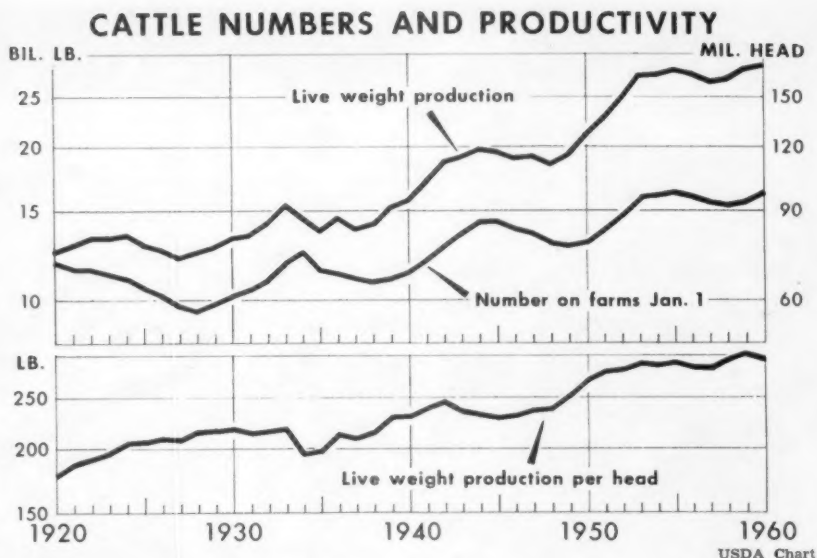
By DUDLEY CAMPBELL

MUCH WAS SAID and written about the value of research to the producer and to the consumer in breeding, feeding, carcass evaluation and marketing at the recent Coordinated Beef Improvement Conference sponsored by the American National Cattlemen's Association, the American Society of Animal Production and Colorado State University. While at the conference no one questioned the success which research has provided agriculture, it has been said that since agriculture is burdened with surpluses, then it follows that it is not logical to continue applied research to produce more and more of a product for which there is not sufficient demand. Likewise, why carry on these research programs further to "subsidize" the producer?

The fallacy here is that the public seems to equate research with overproduction. The fact is that in agriculture as a whole, very few of the



One of the machines that are taking the human element out of quality measurement and at the same time measuring quality without destroying the sample. Here a beef round goes into the radiation counter. By counting the amount of minute radiation—present in all living things—scientists can measure the amount of fat in the beef. (USDA photo.)



total commodities are, in fact, surplus. Those which are in surplus are in that condition more because of government policies stimulating additional production without commensurate additional demand than because of research—the surpluses are not a direct result of the innovations of research.

Even though a product is "temporarily" in apparent excess, it is certainly not logical to "turn off" research for a time until that product is more in balance with demand. Research is not like a faucet which can be turned on when you want "knowledge" and turned off when this "knowledge" becomes bothersome. This is contrary to man's continuing inquisitive search for truth and information.

RESEARCH IS IMPORTANT and essential to all areas of the agricultural industry and equally important and essential to the consumer. There is no doubt that research has made strong contributions to our society. We are the best-fed civilization in the history of mankind, mainly as a result of research and application of its findings.

Currently our product, beef, is not in surplus. Supply and demand are in reasonable balance, although perhaps not as profitable as we'd like. This in no way, however, implies that the strings of research should be drawn in to "maintain this balance." Quite the contrary. Research in all phases of the beef cattle industry is today as essential, if not more essential, than in the past. If beef is to maintain its enviable position relative to some other agricultural products, research must continue, and at a faster pace. Increased population accompanied by increased purchasing power of the consumer will, no doubt, further the demand for our product and, likewise, a more discriminate demand for a higher quality product.

As a point of reference, livestock and livestock products make up over 50% of the total worth of all agricultural

products. Total worth of livestock and poultry is in excess of \$30 billion, of which beef cattle are by far the greatest single part. From these figures, it can be seen that the cattle industry has sizeable and significant value relative to the total agricultural picture.

FROM HISTORY, we are able to chart the course of the progress of our industry. I believe the following statistics are significant in pointing out the progress that has been made in the cattle industry: (The base years for comparison are 1920-29 average versus 1951-60 average.) The average weight of the total cattle and calf production has shown a 45% increase per head; beef and veal production has increased 92%. Even more significant, when comparing the same 10-year intervals, this increase has been brought about with only a 47% increase in cattle numbers.

There are many explanations as to the reasons for this increased production and efficiency. The relative numbers of beef cattle versus other cattle have increased from a 40-year low of 46% of the total cattle in 1939 to an all-time high of 69.2% in 1961. And, since beef cattle produce relatively more pounds of beef per head than dairy animals, this in part explains the greater number of pounds of beef available.

The mortality rate for calves also has been substantially reduced. Thus, more calves that are born ultimately reach the consuming public as beef in one form or another. More calves per 100 cows are born even though the beef cows make up a larger percentage of the total cattle numbers. (It is usually assumed that beef cattle have a lower calving rate than dairy cattle.)

An additional factor contributing to this efficiency per animal has been the fact that slaughter weights of animals are higher. This has been brought about by a tendency to feed more of the cattle population and, likewise, feed them to a heavier weight. For example, in 1920, the average dressed weight of

cattle slaughtered was 468 lbs. and it reached an all-time peak of 572 lbs. in 1959. (The slaughter weight of cattle is associated with many factors, among them the demand plus the cost of feed.)

Now, a great deal of this increased efficiency has been brought about through better management, better nutrition, more efficient use of feed—all of which, to a large degree, are by-products or direct products of research.

THERE ARE THOSE who might say additional applied research for agricultural commodities was *prima facie* evidence that research benefits only the producer. Such is certainly not the case, for this increased efficiency in beef cattle production has been passed on to the customers of the rancher, the consumers. It has provided them with a more uniform supply of a higher quality product that can be purchased with the return from far fewer man-hours of work than was true 40 years ago. Research and the benefits therefrom in the end accrue to the consumer at the same, if not a larger, rate than to the primary producer. Likewise, to the application of research findings the innovations of additional mechanization of the agricultural segment of our economy have released more and more people to work in other fields, to provide additional goods and services and contribute more to our gross national product.

What has this efficiency meant to the rancher? Better still, where would we have been without this efficiency? We have through the application of these research findings kept ourselves in a better relative competitive position with other food products and thus been able to stay in the business. We can raise more calves because we've learned to control certain diseases. We can produce more pounds of beef because we know more about the nutritional requirements of our cattle. We can raise better quality cattle because we understand more about breeding and genetics.

And thus we can produce a better product for our customers, the consuming public.

RESEARCH ALONE, of course, is not the answer to all the problems of the cattle industry. Research, *per se*, does not result in improvement—the application of sound results of research is what really does the job.

The Coordinated Beef Improvement Conference highlighted the areas in beef production that need added emphasis. Encouragement of the land grant colleges and other research agencies to continue their investigations into these areas will hasten the answer-finding where now there are only questions. Application by producers of research techniques now proved sound will continue to contribute to the progress of our product.

The recommendations outlined in the conference provide a challenging blueprint which, if implemented, will continue to keep beef in the enviable position it now holds.

Western Heritage Awards To Be Made in January

The second annual Western Heritage Awards of the National Cowboy Hall of Fame and Western Heritage Center will be held Jan. 22 in Oklahoma City, where the \$1.5 million first portion of the \$5 million memorial to the Old West is nearing completion. "Wrangler" trophies will be presented for outstanding achievement in mass communications in the fields of motion pictures, writing and music. Winners in the inaugural awards presented last Jan. 30 included "Four Seasons West," a film produced by the South Dakota Stock Growers Association.

The memorial structure is financed solely by public donations; fund raising campaigns have been conducted in many of the 17 sponsoring western states.

The Public And You ^{By} LYLE LIGGETT

"JUST WHAT are we trying to do?" That's the underlying theme of a very funny motion picture distributed among industry leaders and association officials interested in making films for promotional purposes.

The film deals with various "treatments" that can be given to a single story, but the question, "Just WHAT are we trying to do?" throws a block into each tedious step of script development.

The movie was produced by a motion picture production firm with generations of experience in dealing with companies and associations. It is supposed to be funny, but it also emphasizes a very important fact of life in promotion: If you don't know what you are going to do with a promotion piece, DON'T DO IT!

A truism, often forgotten by folks with a few extra bucks in the budget, is that any booklet or motion picture is only as good as its acceptance by the intended user. In other words, if you haven't planned your project with the ultimate use in mind, then it's an expensive luxury indeed.

A motion picture is no good gathering dust on the shelf if you've forgotten to budget enough money for promotion of its use among potential viewers or for the very obvious costs of extra prints, postage, etc., in adequate distribution.

A booklet is of little value if only the writer and a few members of the board bother to read it.

Quite often all of us are guilty of thinking we need a booklet, a film, or a speakers bureau to help us "public relate" without really thinking through just what we are trying to do with it, or whether the folks we're trying to "relate" can be lured into paying any attention to it at all.

In promotion or public relations, the slogan, "The customer is always right," is all too true. And if we forget that, then our efforts might end up doing nothing.

In fact, most successful public relations campaigns are like most successful sales programs: Find out what the public wants and then aim your product right at the vacuum.



Lyle Liggett



Locations of the United States Department of Agriculture's animal disease research work.

ANCA Convention
Tampa, Fla. • Jan. 24-27

STATE ASSN. NOTES

Florida Acts on Screwworm Pest

Possible reinfestation of Florida with screwworms drifting into the "over winter" area from northern states occupied close attention during the annual convention of the **Florida Cattlemen's Association** in Lakeland late in October.

Screwworm outbreaks had been noticed in several areas in states to the north and the dry, warm autumn created fears that they'd get into the "tropic" zone and survive the winter.

Meeting with state and federal officials, the Florida cattlemen obtained prompt reinstatement of the program to release millions of irradiated male flies and a close inspection system at state borders.

In other actions the 500 Floridians commended their congressional dela-

gation for its stand on the farm bill, urged close cooperation in vaccination against brucellosis, and thanked USDA officials for continuing to study the "dual-grading" proposal.

Re-elected president was Louis Gilbreath, Ocala, with George Kempfer, Melbourne, first vice-president. Second vice-presidents are Horace Miley, Lithia, and R. D. Bennett, Greenwood. June Gunn, Kissimmee, was re-elected secretary; and Art Higbie, Kissimmee, was renamed executive vice-president with O. L. "Slim" Partin, Kissimmee, treasurer.

Also on the agenda was consideration of plans for entertaining more than 2,000 at the 65th annual convention of the American National Cattlemen's Association in Tampa, Jan. 24-27.

OPPOSE HEAVY IMPORTS

About 500 delegates journeyed to Pocatello last month for the 48th annual convention of the **Idaho Cattlemen's Association**, which has in the past year added 167 new names to make up a total membership of 2,667.

C. W. McMillan of Denver, executive

vice-president of the American National Cattlemen's Association, dwelt on the dangers of the proposed Wilderness Bill, which he charged would make "locked parks" out of several million acres of western land and "threaten the continued economic growth of the West and the future recreation needs of millions of ordinary citizens who want facilities and roads."

The Idaho cattlemen elected James Ellsworth of Leadore president; Curtis Eaton, Twin Falls, first vice-president; Clifford Baker, Payette, second vice-president. A. Nelson Hogan of Bancroft is the outgoing president; Leon Weeks of Boise the executive secretary.

In their resolutions the members called for legislation which would protect them against cattle thefts and excessive imports, and to assure preservation of states' water rights. They called on the BLM to suspend or reject desert entries which may imperil the water supply of present ranches, farms and towns unless proved justified. Also requested: that right of appeal in local federal courts be extended to grazing cases on all federal lands.

WANT SEPARATE FS AND BLM

Members of the **Oregon Cattlemen's Association** closed their 49th annual convention in Pendleton, Nov. 11, with the election of Don Hotchkiss of Lakeview to the presidency. They named Walter Schrock of Crook County vice-president; Dave Densley, Baker County; Dave Campbell, Klamath County; Jess Lewis, Columbia County; Dick Rathbun, Wallowa County, and D. E. Jones, Malheur County, vice-presidents. Irvin Mann of Stanfield retired from the presidency; the association's new secretary is George Johnson.

Fred Dressler, Gardnerville, Nev., president of the American National Cattlemen's Association, spoke of the affairs of the National and its year-round problems and activities. He discussed also the importance of the industry in furnishing food in event of great na-



The Idaho Cattlemen's Association reward of \$500, here being presented to Albert Anderson, Pocatello, for assistance leading to arrest and conviction of cattle thieves, brought to \$1,900 the total rewards given this year. From left: J. L. Brower, president, Pocatello Cattlemen's Association; Nelson Hogan, Bancroft, president ICA; E. C. Dikeman, Downey, member of the Pocatello group, and Anderson.



Current officers of the Florida Cattlemen's Association include, from left, Louis Gilbreath, Ocala, president; George Kempfer, Deer Park, first vice-president; Horace Miley, Lithia, second vice-president; June Gunn, Kissimmee, secre-

tary; O. L. "Slim" Partin, Kissimmee, treasurer; Art Higbie, Kissimmee, executive vice-president; R. D. Bennett, Greenwood, second vice-president.

WANT MORE PROFIT?

Research proves* **HEREFORDS MAKE MORE MONEY..



Texas A & M College data submitted for publication shows Herefords yield more pounds of loin, rib and round with less kidney and fat. Lewter Feed Lots, Lubbock, Texas, was the site of the tests. Data recorded by the feed lot shows Herefords gain more pounds on less feed. The tests compared two leading breeds.

HERE ARE THE FACTS...

Herefords in the Feed Lot...

- .12 lbs. more gain per day
- 83 lbs. less feed per 100 lbs. of gain
- \$7.66 per head more net profit... based on Lewter Feed Lot figures

Herefords in the Carcass...

- 9.6 lbs. less offal
- 3.2 lbs. less kidney and fat
- 9.2 lbs. more hindquarter
- 12.4 lbs. more loin, rib and round
- 4.2 lbs. more trimmed full loin



Quoting from the summary of the report, "The boneless, closely trimmed roast and steak meat is considered to be a fundamental measure of the cutout value of beef carcasses. Herefords showed a statistically significant advantage in the weight of boneless round and sirloin."

The facts shown above, and others which show Herefords to be the most profitable beef cattle, were revealed in the carcass and cutout studies conducted under the supervision of Dr. O. D. Butler, of Texas A & M. He was assisted in grading and cutting by Professor L. E. Kunkle of Ohio State. For your copy of a summary of the data, write for the booklet, "Hereford Feedlot and Carcass Facts."

◀ Durward Lewter, owner and manager of a feed lot that handles almost 89,000 cattle a year says, "On the basis of this experiment, we figure if we feed only Herefords our profit on 89,000 head would be \$681,740 more per year, and our packers would increase their return by \$287,790 by killing only Herefords."

THE AMERICAN
HEREFORD DRIVE

HEREFORD ASSOCIATION
KANSAS CITY 5, MISSOURI

In all Herefordom, there's nothing quite like —

DENVER!

PLAN NOW TO ATTEND —

*In connection with the
National Western Stock Show*



THE NATIONAL WESTERN HEREFORD SALE

10:00 A.M.

*January 16, 1962
Denver, Colorado*

**OFFERING
APPROXIMATELY
130 BULLS
25 FEMALES**

Traditionally the market place for tops in herd bull prospects, range bulls and quality females, the Denver sale will again present consignments from some of the Nation's best herds. Many cattle will come direct from show herds exhibiting in Denver.

**From Coast to Coast, You Hear the Boast
"WE BOUGHT HIM IN DENVER"**

For details and catalogues, please write to

American Hereford Association 715 HEREFORD DRIVE
KANSAS CITY 5, MO.

**KEEP UP WITH NEWS AND TRENDS
OF SOUTHERN DAIRYING**

**Subscribe to
DIXIE DAIRYMAN!**

One Year, \$3.00; Two Years, \$5.00
Ten Years, \$10.00

TAM PUBLICATIONS, INC.

P. O. Box 1703 Shreveport, Louisiana

YOUR PONY

America's largest all pony breeds publication. Caters to all breeds of ponies as well as Arabian & Hackney Horses. \$3.15 per year in United States — 2 years \$7.00. \$4.00 per year in Canada & Foreign Countries — 2 years \$7.50. Published monthly. Address:

Box #497, Rising Sun, Maryland

Quick Shipments From Denver Stocks!
**ANIMAL VACCINES—SERUMS
and PHARMACEUTICALS**

Anchor Serum Co. of Colo.

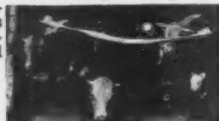
Distributors
1406 E. 47th Ave. Ph. Cherry 4-0741
Stockyards P.O. Box 9001
DENVER 16, COLO.

Write for Free Animal Health Catalog
and Price List

AUTOMATIC CATTLE OILER

\$14.95 Controls Cattle-grubs, Lice, Mites, Horn Flies and Face Fly that spreads pink eye. Features—No valves — clamps 8,000 lbs. test — cadmium plated metal parts.

Hergott-Hale Co.
Pavonia, Ohio



tional emergency, and touched on the dangers inherent in the proposal for setting up wilderness areas.

One of the participants in a panel discussion, Andrew Duffle of the American Hereford Association, warned the cattlemen not to rush into raising leaner cattle because of the possibility they might be producing tough meat with less quality.

A large number of resolutions was adopted. The cattlemen endorsed maintaining separate administrations in Forest Service and BLM; commended the agriculture secretary and his staff for action in recent weeks to reduce some inequities in the feed grains program; opposed any move to outlaw use of "hot brands" in identifying cattle; reaffirmed support of the state beef council. They asked that a system of actual use termination be used to ascertain carrying capacity on any given range type.

Lakeview was chosen as the 1962 convention city.

Producers and Feeders Exempt Under Labor Law

The Federal Register of Nov. 3 carries a detailed explanation of the exemptions applicable to agriculture in the Fair Labor Standards Amendment of 1961 in which it is explained that both producers and feeders of livestock are exempt from both the minimum wage and overtime pay provisions.

Under the heading of "Raising of livestock", the Register says this applies to "cattle (both dairy and beef cattle), sheep, swine, horses, mules, donkeys and goats" but not little things like rats, guinea pigs and hamsters. Fish are not "livestock" except in the case of propagating or farming of fish.

As to what constitutes "raising" of livestock, it is explained that "employees exclusively engaged in feeding and fattening in stock pens where the livestock remains for a substantial period of time are engaged in 'raising,'" but employees employed in stockyards or packing plants "in feeding and caring for the constantly changing group of animals cannot reasonably be regarded as 'raising' livestock," and "employees of a cattle raisers' association engaged in the publication of a magazine about cattle, the detection of cattle thefts, the location of stolen cattle, and apprehension of cattle thieves are not employed in raising livestock and are not exempt."

Near-Million To Be Spent On Idaho Packing Plant

The recently organized Stockmen's Meat Packing Corp. has announced that a modern meat packing plant will be built on a 90-acre plot just east of Gooding, Ida. The projected one-story structure will contain close to 40,000 square feet, and is expected to act as an economic shot in the arm to the area where it will operate. Initial plans call for handling of 1,500 head of cattle and 2,000 to 3,000 sheep weekly.

American Cattle Producer

Railroads Offering Special Rates to Tampa

Delegates going to the American National convention in Tampa will have the benefit of special recognition by railroads. In the South, Southern Passenger Association Lines have in effect daily reduced round-trip fares to Tampa for tickets good in sleeping or parlor cars on payment of charges for Pullman occupied, also for tickets good in coaches only. These round-trip fares are set on a basis of 10% reduction from double the one-way fares. Carriers in the southern territory also offer round-trip coach party fares for groups of 25 or more traveling together on one ticket on basis of approximately 2 cents per mile in each direction. Tickets bear limit of not more than 10 days in addition to date of sale.

Similar accommodations are offered in the eastern areas, where groups of 25 or more passengers may also get a substantial reduction from individual round-trip coach fare.

From New England, round-trip coach party fares can be obtained for groups of 10 to 24, 25 to 99, etc., at reductions ranging from 125% of regular one-way coach fare to 100% of the fare.

Special round-trip fares are offered in the West for first-class transportation good in sleeping or parlor cars on payment of charges for space occupied; also round-trip coach-class fares. The fares are constructed on the basis of 180% of the one-way fare and the reduction applies on through fares from western territory to Tampa. Reduction for round-trip first-class and coach fares from Pacific Coast points of origin is slightly higher. As in other cases, diverse-route arrangements and stop-over privileges are applicable. From the West, family-plan tickets may be purchased for full round-trip rail fare for the head of the family, one-way fare for wife and/or children of full-fare age, and one-half the one-way fare for children of half-fare age. Special trip fare can be bought for groups of 15 to 29, 30 to 74, etc., with amount of reduction based on size of party.

All arrangements can be made through local representatives of the carriers; full information should be obtained as far in advance of the trip as possible.

In-Transit Feed Needs Found Sound

New minimum in-transit feed requirements recently set up by USDA were the subject of a conference in Denver on Nov. 6 called by the American Stockyards Association. Representing the American National and the National Wool Growers Associations and the Western States Meat Packers Association, Calvin E. Blaine of Phoenix, ANCA traffic manager, informed those present that sheep and lamb shippers were unanimous in their views that the new minimum requirements were "away too low on sheep and lambs" and recommended that the old minimum feed requirements be re-established

on all species of livestock. He also urged that the old requirements for 36-foot and 40-foot cars be used as 100% in determining requirements which USDA might set for 50-foot cars.

Those in attendance included stockyards, railroad and producer representatives as well as representatives of the Southern Weighing and Inspection Bureau.

With no dissent to the position taken by Blaine, it is anticipated that USDA will re-establish the old feed minimums.

President Dressler Testifies on Wilderness

In the last of a series of field hearings by a House public lands subcommittee in Sacramento, Calif., in early November, Fred Dressler, Gardnerville, Nev., president of the American National, said in his prepared testimony that "the popularity of wilderness legislation evidently is a reflection of the current pressure for recreation."

"But the puzzling part of it is that, whereas wilderness legislation is generally thought of as being needed in the interest of more recreation, the wilderness legislation itself would do nothing for the over-all cause of recreation for the general public."

He cited the fact that only a little more than half of 1% of the visits to the national forests last year were in the wilderness areas. "In all probabilities," he said, "there hardly will be more movement in this direction if Congress should pass a wilderness law."

Dressler said that as the bill passed the Senate (78 to 8), "recommendations for changes in the wilderness areas within certain limits would be made by the President upon advice of the secretaries of Interior or Agriculture, and these changes would become law unless neither House of Congress voted against such changes. This actually amounts to Congress exercising only a veto power instead of the power it has to initiate and pass legislation."

"We find it difficult to understand why Congress would thus want to restrict its action to what amounts only to a veto power. Historically, the President is the one who is supposed to exercise veto power."

Cattle and Beef Industry Committee Reactivated

The Cattle and Beef Industry Committee was recently reactivated at a meeting in Chicago. The committee—a conference group of representatives of trade associations in the cattle growing, feeding, slaughtering and retailing industries—is made up of: The American National Cattlemen's Association, National Livestock Feeders Association, Western States Meat Packers Association, National Independent Meat Packers Association, American Meat Institute, National Association of Retail Grocers, Supermarket Institute and National Association of Food Chains. Intention of the committee is to act as a clearing-house for information and discussion on matters affecting any or all segments of the beef industry.

PERFORMANCE-TESTED Herefords

13th consecutive year under University of California specifications. Range Bulls with size, quality, coming twos. Blood Tells, Quality Sells on Any Market.

WALTER S. MARKHAM

Registered & Commercial Herefords
Box 638 Ph.: HARRISON 4-1612
SALINAS, CALIFORNIA
Member California Beef Cattle Improvement Assn.

Cattlemen's POST CONVENTION 'SPECIAL'

Miami Beach & Nassau, Bahamas

Jan. 27 - Feb. 1, 1962

6-Day — ALL EXPENSE

\$129.50

Includes:

- 3 DAYS at fabulous OCEAN FRONT CASABLANCA HOTEL, with meals, private beach, pool, night club entertainment, dancing, etc., etc.
- 3 DAYS OCEAN CRUISE to NASSAU, BAHAMAS, with meals, dancing, night club show, sightseeing, shopping bargains, etc., etc.

RESERVE NOW

Available to all — no matter means of travel. For information and reservations write to:

INTERCONTINENT TRAVEL SERVICE
304 N.E. 1st St., Miami 32, Fla.

Gentlemen:

Without obligation to me, please send all details on 'Special' advertised above.

Name

Address

City-State

☐ Include Air Fare Rates With Information

Cattle Can't Back Up



NO-BAK

Working cattle in a chute is easy with NO-BAK gates. Just crowd them in. NO-BAK prevents backing out. Saves the time of one man—prevents costly accidents. Speeds up vaccination, dehorning, spraying, etc. Easy to install in any chute. \$58 per set F.O.B. factory. Weight 90 lbs.

Livestock Sprayer Mfg. Co.

765-K Coleman Ave., San Jose, Calif.

California Cotton Oil Corp. CUSTOM CATTLE FEEDERS

"The Commercial Feed Lot Next Door to the Los Angeles Producers Stockyards"
3610 East Washington Blvd.
Los Angeles 23, Phone: AN 8-1211
13101 East South St.
Artesia, Calif. Phone: UN 5-1288

ENGLISH HEREFORDS

RHR Governor 139 and Sugwas Joshua
Feudal in Service.

LAZY G RANCH

Wm. H. & Mary Graham, Lakeport, Calif.
Phone: Colony 3-4003. Take Bell Hill Road
out of Kelseyville, turn at Highland Sprgs.
Rd., 4½ miles.

WHEATLAND RANCH

**Aberdeen-Angus Breeding Stock
For Sale**

James B. Hollinger Chapman, Kan.

SERVICEABLE AGE

REGISTERED HEREFORD BULLS
One or a car-load, dwarf free pedigrees. High
quality and weight for age.

One of the nation's largest registered herds.

GENE SUNDGREN

SUN RANCH

Salina, Kan.

Ph. TAYLOR 7-2848

CHAROLAIS

- * The Silver Cattle With a Golden Future
- * The Largest Cattle on Earth

You'll enjoy **THE CHAROLAIS REVIEW**
1 year—\$4. (12 issues); 2 years—\$7; 3 years—
\$10; 5 years—\$15. Sample 50¢ coins, 4 4¢
stamps.

26 East Jackson Blvd., Chicago 4, Ill.

Aberdeen-Angus Journal

Official Publication for the American Angus
Association. Published monthly.

25¢ for sample copy. 1 Year for \$3.00

P. O. Box 238, Webster City, Iowa

BLM Studying Some New Principles

At the National Advisory Board meeting in October in Salt Lake City, Assistant Secretary of Interior John A. Carver, Jr., said the BLM is studying some general principles along the lines of the following:

1. Grazing fees to correspond to fairer market value as established by appraisal or competitive bidding, with safeguards to prevent bidding from destroying established operations.

2. Users would be compensated for financing improvements that make federal land more valuable—improvements above and beyond those carried out in the normal livestock operation.

3. Limited grazing under a special user permit inside such areas as the national park system or the wildlife refuge system will be considered as part of the over-all operation.

The advisory board recommended that present representation for livestock on state and national boards be retained. For the national board it was suggested: 10 sheepmen, 10 cattlemen and 10 wildlife representatives from 10 western states plus up to 10 members representing other interests and the addition of one representative from Washington and one from Alaska.

The council favored a proposed issuance of license to the extent of current grazing capacity of a range with a non-use covering the difference between current capacity and potential that may result from management and improvement.

Favored also were the proposed trespass charges of \$2 per AUM or the commercial rate, whichever is higher, for innocent trespass and \$4 or double the commercial rate for willful trespass.

Opposed was any change in the Taylor Grazing Act and its formula for fee charges, which is based on average wholesale prices of beef and lamb. The board suggested that any change be made by adjusting "percentages" rather than changing the principle of assessment.

BLM Director Karl S. Landstrom outlined a proposal now under study by both Interior and the Agriculture Department to use some of the country's surplus feed grain "to facilitate deferred grazing and natural recuperation of lands." The council approved this in principle as a means of reducing surplus and helping improve the range.

The proposal that an officer or employee of Interior could at any time adjourn a meeting of an advisory board was withdrawn from consideration.

National Seeks Protection In Small Tracts Sales

A proposed BLM amendment to rules governing the sale or leasing of small tracts of federal land says that "lands will not be leased or sold under the act if such action would unreasonably interfere with the use of water for grazing purposes . . ." The American National has filed a statement to the di-

rector of the bureau asking that the sentence be enlarged to include "or unreasonably interfere with an established grazing unit," or words to that effect. It was urged that it would be in the interest of the community and the bureau as well as the stockman himself that his operation be kept intact unless exceptional exigencies would dictate otherwise.

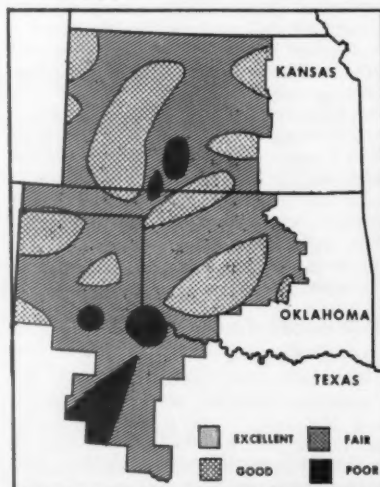
P&SY Rule Proposes "Custodial" Account

Proposed Packers and Stockyards Administration regulations would require market agencies to set up separate "custodial" bank accounts to be drawn upon only for payment of net proceeds to shippers and for sums due the market agency for its services, and would prevent the practice, engaged in by some, of packers buying stock for slaughter and dealers buying for their own account and charging producers a "so-called commission, yardage or service fee."

Meat Inspection Rules May Cover Most Animals

We understand that the Meat Inspection Act may be extended to cover, in addition to current inspection, establishments slaughtering livestock which have been transported in interstate and foreign commerce or bought at a posted yard; establishments processing meat derived from animals slaughtered under federal inspection, and establishments operated by a slaughterer affiliated with a slaughterer operating any other establishment subject to inspection under the act. Slaughterers of only a few animals are expected to be exempt.

ENOUGH WHEAT PASTURE



This Nov. 1 grazing conditions indication of wheat pastures does not fully reflect gains that accrued as a result of late October and early November rains. In all probability, says the western livestock office of USDA's statistical reporting service, there will be sufficient wheat pasture acreage to provide abundant grazing for all livestock on hand and expected to be shipped in.

SETTING POLICY From Page 6 of them had been put into effect, a few had been rejected for various reasons. The exchange and understanding arising from the meeting was described by all the participants as "extremely healthy."

Last summer the research committee kicked off a concentrated look at all phases of beef cattle research in the Coordinated Beef Improvement Conference at Fort Collins. Leaders in government and private research institutions learned of current needs and future possibilities through research, with first-hand data on what the industry really needs. The cowmen's committee and American Society of Animal Production are cooperating in the first such formal partnership to press for expanded research.

ALWAYS ACTIVE are the brucellosis study committee and the livestock sanitation committee, both keeping a constant and close watch on disease and pest situations. The feeder, transportation and beef grading groups also serve in a non-stop capacity on their respective fronts. There is a new standing committee, landowner-recreationist, which is busy establishing contact with sportsmen, camping and outdoor recreation groups with a view to achieving full local cooperation. Finance, marketing and public relations maintain routine activities but are always ready to take on special chores with changing conditions. And all of these activities assure continuous year-in, year-out representation for the complex "cattle community."

State and national lawmakers and administrators are astounded at the unanimity of opinion of the industry on major issues. Anyone who questions whether convention resolutions represent "majority thinking" need only watch the subsequent passage by local and state organizations of resolutions identical or similar in thought and wording to those coming from a National convention (given the same continuing conditions, of course.) And even this briefest of surveys should indicate that resolutions and committees do not "go to sleep" between conventions . . . there is too much to stay awake for!

UNBIASED BARNYARD PROOF CATTLE USE CURRY-TROL FOR MOST COMPLETE PARASITE CONTROL

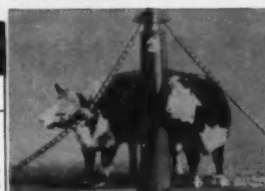
JANUARY and FEBRUARY 1961
SELF-TREATING DEVICE LOUSE TRIALS WITH KORLAN*

Treatment	Cow No.	2-11-61 1†, 2‡	2-21-61 1†	
Tank-Flap	359	0	0.0	
	499	0	0.0	
	442	0	0.0	
	619	0	2.25	Biting lice between hind legs
	310	0	0.0	Biting lice between hind legs
Cable Rubber	100	0	2.25	Brisket rubbed clean of hair
	464	0	2.25	Biting lice between hind legs
	494	0	0.0	Biting lice between hind legs
	248	0	0.0	Biting lice between hind legs
	613	0	0.6	Biting lice between hind legs
Curry-Trol	70	0	0.0	
	605	0	0.0	
	611	0	0.25	Long-nosed louse
	600	0	0	
	300	0	0.25	Biting lice — very light
Check	715	0.25	2.25	
	714	0.0	1.25	
	736	0.25	0.25	
	737	3.25	1.25	
	746	0	0	

†Average of 4 counts per animal taken from brisket, shoulder, loin, and hind quarter.

‡2 Materials applied January 7, 1961.

*Trademark of The Dow Chemical Company.



CURRY-TROL "20"
for up to 100 head



CURRY-TROL "10"
for under 50 head

Cattle prove they prefer Curry-Trol. Why? Because cattle do all the work doing what comes naturally . . . scratching on the Curry-Trol rather than fences, feed bunks or buildings. Cattle curry their own hair and apply insecticide, too. BUY TODAY!

Curry-Trol

Mfg. by **PIEL MFG. CO. INC.**
HUBBARD, IOWA

NIXON'S *Lincroy* RANGE CAKE

the original
5-IN-1 BLEND

NIXON & CO.



YOU'RE DOLLARS AHEAD
WHEN THEY'RE NIXON FED!

Write or CALL for delivered prices . . .
SIoux CITY Tel. 5-7441

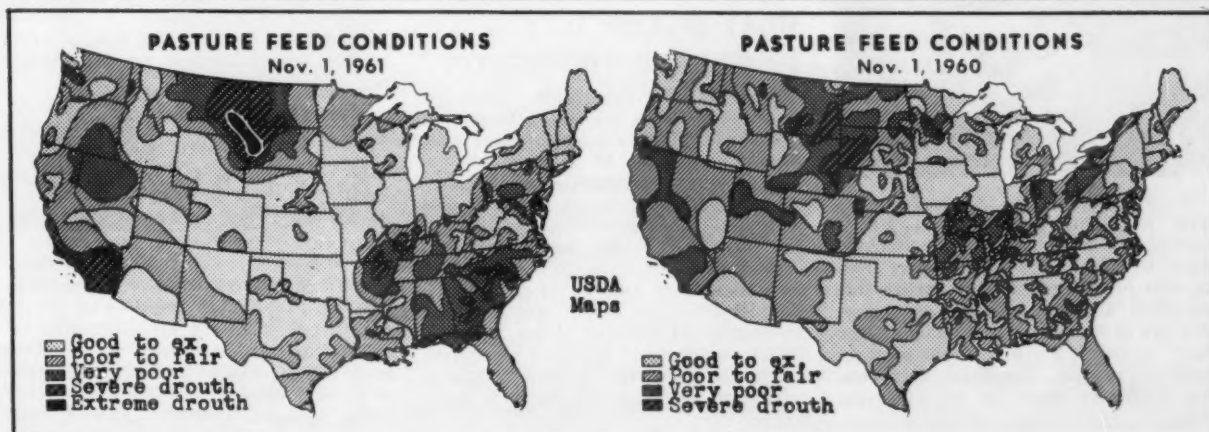
OMAHA Tel. 731-3353

From Farms to Streets

Since 1942 nearly one million acres of cultivable California farmland have been converted to streets, homes, factories, freeways and other non-agricultural uses, according to Dr. Daniel G. Aldrich, Jr., of the University of California.

New Office for BLM

A new Bureau of Land Management district field office has been opened in Riverside, Calif. It will manage use of public land in San Bernardino, San Diego, Imperial, Orange and Riverside counties. The lands were formerly administered out of the Bakersfield office.





CowBelle CHIMES



PRESIDENT—Mrs. W. F. Garrison, Glen, Mont.

PRESIDENT-ELECT—Mrs. Ray Claridge, Box 784, Safford, Ariz.

SECRETARY-TREASURER—Mrs. Jessie Shaw, Cardwell, Mont.

VICE-PRESIDENTS—Mrs. Chester Paxton, Thedford, Nebr.;
Mrs. Jack McClure, Belle Fourche, S. Dak.

ACTING EDITOR—Donna Frantz, 801 East 17th Ave.,
Denver 18, Colo.

Time To Spread A Word of Cheer



Mrs. Garrison

During November I had the pleasure of attending two state conventions—Idaho and Oregon. This was the second time I enjoyed the privilege of bringing the annual message of the American National CowBelles, Inc., to these groups. Nothing could have been more pleasing than

to find the "welcome back" sign hanging high. It was the thrill of a lifetime to step off the train at midnight onto a red carpet in Pendleton, Ore. Much time and effort go into planning state conventions. It's hard to conceive of serving T-bone steaks at a chuck wagon supper to 400, but that's what they did in Pocatello, Idaho.

The outgoing officers in these states are to be commended for a fine job. Best wishes go with the newly elected

NOTICE

You are hereby notified that the official meeting of the American National CowBelles, Inc. will be held at 8 a.m. Jan. 26, Hillsboro Hotel, Tampa, Fla.

leaders. I have a feeling of sadness when I think this exciting year is nearly over. To the many wonderful people I have met, I can only say, I hope our paths may cross again. Any progress on the National level results from the cooperation and sincere efforts of the CowBelles in local and state groups. My heartfelt thanks to you all, the staff of the ANCA and many other groups and individuals who have contributed to this year's work.

Vice-president Ida Paxton, from Nebraska represented the ANCA at the Missouri annual meeting. She reports having had a delightful time with a peppy group busy furthering the welfare of our industry.

The Florida cattlemen, CowBelles and their Tampa friends are working hard to entertain us and to make the 66th annual convention of the ANCA one we will long remember. Mrs. Ralph Sumner, Box 385, Brandon, Fla., is chairman of CowBelle activities.

Holiday time is happy time. Time for us to be happy and time to spread a word of cheer to the aged, to those who are ill or less fortunate. It is "more blessed to give than to receive." I hope you will enjoy your families and friends throughout the Holiday Season.

Merry Christmas, Happy New Year.—
Azile Garrison, President.

MEAT BOARD ACTION TO EXPAND PROMOTION

The executive committee of the National Live Stock and Meat Board has approved (1) enlarging its beef promotion committee to 15 members (at least 10 to be producers) and (2) allocation of specie-promotion funds in proportion to the specie origin of income. The beef promotion committee was authorized to receive funds for beef promotion from sources other than the Meat Board. The action was taken at the request of Norman Moser, DeKalb, Texas, chairman of the beef promotion committee. The Board also okayed a promotion program for its pork committee.

Plenty of Material For Beef Promotion

Most of you have received the price and material lists. Enough were made and sent to each state for every group, but sample packets were mailed only to the beef chairmen and presidents of the state groups. Groups desiring to order from the list may write to the beef chairmen or presidents for samples.

"Beef Color Charts of Retail Cuts" were not received in time for packet mailing. These charts, put out by the American Meat Institute, are very good for educational programs and may be even more useful than the charts we have been using. They show just the cut being studied and have 25 quiz sheets.

I know all of you have been busy with "Ideas of Leather" and "Farm City Week." I just can't wait to see the results of both. Hope you are including the "Variety Cuts" of beef in your menus, as they seem to fit so well in the diets at this time of year.—
Mrs. Jack McClure, Beef Promotion Chairman, Belle Fourche, S. Dak.

HERE and THERE WITH the COWBELLES

CALIFORNIA

The California CowBelles promise a minimum of work and a maximum of fun to members attending the 10th annual convention to be held at the Mapes Hotel in Reno Dec. 8 and 9.

Mrs. Russell Peavey, president, announced "the CowBelles have worked conscientiously promoting beef and now we want them to have time to get better acquainted."

As a new feature, the California CowBelles plan to honor the CowBelle "moms." Each county group has been invited to submit the name of one of their members who recalls the early days of the cattle industry in California.

Another "first" will be the distribution of a booklet called "Yearly Activities," compiled by First Vice-president Mrs. Edson Foulke. The booklet, which contains a summary of all county activities for the past year, is aimed at acquainting members with the work of other groups.

The group will again sell "mystery



Mrs. Robert Clifford, Nebraska CowBelle president and national BFFD chairman, is shown as she presented a box of Delmonico steaks to **Robert Horton, star of "Wagon Train" earlier this fall.** Mrs. Clifford reigned as Queen for a day at Ak-Sar-Ben in Omaha. Her "day" included TV and radio appearances to explain CowBelle activities. **Mrs. Clifford's home is in Atkinson, Nebr.**



Mrs. Lillie Belle Wilkerson, president of the Arizona CowBelles, is shown as she presented the group's annual educational grant last spring to Mervin Jarvis who now attends Brigham Young University. The educational grant is raised yearly by donations from the CowBelle groups and presented to a needy boy or girl whose father earns his livelihood on a ranch, either as owner or employee. Every high school in the state is contacted and a judging committee is appointed by the president.

packages" for the state scholarship fund. Each person attending the luncheon is asked to contribute a gift package worth 50¢ to be sold.

NORTH DAKOTA

"No work, no worry, no dues" is the motto of a North Dakota CowBelle "alumnae" group, reports Mrs. Robert L. Hanson of Bowman. It is composed



Florida CowBelle officers elected at a recent convention are, left to right, Mrs. W. F. VanNess, Inverness, secretary-treasurer; Mrs. Cushman S. Radebaugh, Jr., Fort Pierce, first vice-president; Mrs. R. W. Maxwell, Umatilla, second vice-president, and Mrs. Bob F. Deriso, Tampa, president.

of women who have held state office in the North Dakota CowBelles for two years and who now enjoy getting together for a visit.

Mrs. Earl Morrell, Dunn Center, who served as the second state president of the CowBelles was the originator of the idea. She had enjoyed working with her officers and committee chairmen and hated to see the get-togethers come to an end.

The first meeting was held at the annual convention in Williston in 1955.

The group holds two meetings each year—a breakfast at the convention and a potluck dinner at the home of a member in the fall. The picnic is a family affair, looked forward to by the husbands and children as much as the ladies.

The president is known as "chief wrangler" or the "big boss." The vice-president is the "foreman," the secretary-treasurer is the "cow catcher" and the membership chairman is, naturally, the "herdsman." The "line rider" takes care of circulation. Other members have appropriate cowboy nicknames.

FLORIDA

The annual meeting of the Florida CowBelles was held Oct. 25-27 at Lakeland. The one-year-old group used a birthday theme at its sessions.

Mrs. Bob F. Deriso, Tampa, was re-elected as president of the group. Mrs. C. S. Radebaugh, Jr., Ft. Pierce, will serve as first vice-president and public relations chairman and Mrs. R. W. Maxwell, Umatilla, is second vice-president and beef promotion chairman for 1962. Secretary-treasurer is Mrs. W. F. VanNess of Inverness.

The following appointments were made: Historian, Mrs. W. F. Jerkins, Crystal River; Parliamentarian, Mrs. Walter R. Williams, Lakeland; Secretary to president, Mrs. Nelson Barker, Tampa; Secretary to second vice-president, Mrs. Richard K. Scovil, Altoona.

SOUTH DAKOTA

Winifred Reutter, White River, S. Dak., publicity chairman for the South Dakota CowBelles, has compiled a book now off the presses titled "Mellette County Memories."

Mrs. Reutter writes: "It contains long, interesting stories written by the pioneers themselves, historical articles and maps, as well as 180 nice, clear pictures of everything from cowboys in the last round-up of the U Cross Ranch in 1909, homesteaders, Indians during the early days, to a picture of the famous rattlesnake bite that became a legend of Happy Hollow!"

IDAHO

Mrs. Bob Bandy of Priest River was elected president of the Idaho CowBelles during the group's November convention.

Other officers and committee chairmen are Mrs. David Miller, Nampa, first vice-president; Mrs. Harold McFarland, Carmen, second vice-president; Mrs. Bob Wood, Samuels, secretary; Mrs. Allen Denny, Grangeville, treasurer;

Mrs. Garth Eckert, Boise, "BFFD" chairman; Mrs. Guy Sherwin, Grangeville, leather chairman; Mrs. James Ellsworth, Leadore, publicity chairman and Mrs. Doris Kay, Blackfoot, membership chairman.

OREGON

The new president of the Oregon CowBelles is Mrs. Ewing Hynd of Cecil. Mrs. Earl Smith, Mitchell, was elected first vice-president at the recent state convention.

Second vice-presidents elected are Mrs. Harold Otley, Diamond; Mrs. Denny Jones, Juntura; Mrs. John Bonhert, Central Point. Mrs. Dean Forth, Reith, is secretary-treasurer.

MISSOURI

Missouri CowBelles elected Mrs. J. B. Dillingham, Nashua, Mo., 1962 president at their meeting Oct. 19.

Serving with Mrs. Dillingham will be Mrs. Art Brinkerhoff, Lamar, vice-president; Miss Norma Gay Young, Princeton, second vice-president and Mrs. W. M. Boring, Independence, secretary-treasurer.

Top Specialists To Judge PR Contest

Four outstanding communications specialists, three of them women, have consented to judge entries in the CowBelle Public Relations contest according to Mrs. S. R. Claridge, national chairman.

The judges are W. L. Foreman, immediate past president of Agricultural Relations Council, Memphis, Tenn.; Dorothy Mortensen of Ross Wurm and Associates, Modesto, Calif.; Margaret Herbst, public relations executive of New York, and Mrs. Lucia Brownell, home editor of "Progressive Farmer," Birmingham, Ala.

Earlier it was announced that the executive committee of Leather Industries of America, Inc., will serve as judges in the Leather Ideas contest. LIA, headquartered in New York City, is the promotion agency for the tanning and manufacturing industry.

Winners in both contests will be announced at the annual convention in Tampa.

BFFD PROMOTION NOTE

State Beef for Father's Day chairmen should be appointed, if they have not been already, and their names sent to the national BFFD chairman, Mrs. Robert Clifford, Atkinson, Nebr.

It was recommended at the General Council meeting in July that this project be implemented as soon as possible to allow plenty of time for advance promotion.

BULLS

FOR SALE AT PRIVATE TREATY

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in carload Lots
Herbert Chandler Baker, Oregon

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now. B. P. Franklin Meeker, Colo.



ABERDEEN-ANGUS CATTLE

Purebred and Commercial

N BAR RANCH, Grass Range, Mont.

ILLINOIS SHORTHORN SALE CHALKS UP 8-YEAR RECORD

Highest Shorthorn sale average in the United States in eight years was set Oct. 21 at the Northwood Farms sale in Cary, Ill. 62 registered Shorthorns were sold into 16 states, Canada and Scotland for a \$2,482 average. 16 bulls averaged \$2,838 and 46 females \$2,358. The top seller among the bulls brought \$9,000; top female price was \$6,200, paid twice. (The all-time record for a female was \$40,600, paid in 1873 in New York.)

HEREFORD REGISTER OF MERIT HONORS LATE FIELDMAN

The Register of Merit Hereford breeding show of the 1962 National Western Stock Show in Denver has been officially named the Ray Sprengle Memorial in memory of the man who served as American Hereford Association field representative in Colorado, Wyoming, western Nebraska and eastern Montana before his unexpected death last August. Dates of the show are Jan. 15 and 17.

When fans and teammates last month honored New York Giant end Kyle Rote at Yankee Stadium, an 1,100-lb. Hereford steer was presented to him by the New York Hereford Association. Another gift was a 20-ft. food freezer, which, with the roar of some 60,000 voices, may account for the animal's startled look. With him are (l. to r.) Rote, H. E. Martin, president of the state Hereford group; Ken Tillipugh, Cornell University, where the calf was bred.



TOP OF \$34.10 PAID IN CHAROLAIS-CROSS SALE

Cattle feeders from five states last month bought a total of 1,141 head of Charolais-cross feeder calves—the largest group ever offered in this country. The event, sponsored by the Pan American Charolais Assn., Denver, featured Charolais-Hereford and Charolais-Angus calves from association members in South Dakota, Montana, Wyoming, Colorado, North Dakota, New Mexico, Canada and old Mexico.

The top carload price went for a lightweight load of 38 head of Charolais-Hereford steer calves weighing 350 lbs., out of the drouth country of western Saskatchewan; these sold at \$34.10. 27 Charolais-Angus steer calves weighing 488 lbs., from Colorado, sold for \$33.40. Of the total number consigned to the sale, 440 were heifers.

RECORD \$65 PAID FOR LOAD IN CHICAGO FEEDER SALE

Top price paid this year for a load of feeder cattle in the United States went to the grand champion load at the 1961 Chicago Feeder Cattle show and sale. The 20 Hereford steer calves, bred and exhibited by Earl Henderson and Sons of Alliance, Nebr., averaged 403 lbs. and sold for \$65 per cwt.

A total of almost 6,000 calves and yearlings of all weights and grades drew spirited bidding in the sale, with the steer calves ranging from \$30 to \$34, heifers \$27 to \$31 and yearling steers \$24 to \$27. The animals came from Colorado, Montana, Nebraska, Kansas, Missouri, Wyoming, Kentucky and Indiana.

119 SOUTH TEXAS GERTRUDIS AVERAGE \$837 FOR NEW HIGH

119 animals in the annual South Texas Santa Gertrudis Association sale at Alice, Tex., totaled \$99,575 for an average of \$837—about \$150 above any of the previous three sales averages. 22 animals in the halter sale totaled \$29,285 for a \$1,331.14 average. In the range sale, 97 animals brought a total of \$70,290 to average \$724.22.

HOUSTON SHOW WILL GIVE \$135,000 LIVESTOCK PRIZES

Total premiums for the livestock division of the Houston Livestock Show, Feb. 21-Mar. 4, have been set at close to \$135,000. A sale of registered Herefords will be held Feb. 22, and a sale of Brahman cattle will be added to already established sales of Charolais, Santa Gertrudis, Aberdeen-Angus and Shorthorn cattle.

PAXTON PAYS TOP PRICE FOR BULL IN ASTER SALE

The All Aster Real sale in Thedford, Nebr., some weeks ago brought a gross of \$47,450 for 48 Hereford bulls to average \$988. The top price of \$1,900 went for each of two bulls; the first of these was a Hereford calf purchased by Chet Paxton of Thedford. 21 bulls showed an average of \$1,460 in the sale.

American Cattle Producer

SANTA GERTRUDIS BREED ITEMS IN THE NEWS

Headquarters offices of Santa Gertrudis Breeders International are now located in the new permanent home on State Highway 141 west of Kingsville, Tex. The building, opposite the main entrance to King Ranch, is set on a plot of land donated to the association by the ranch.

Santa Gertrudis animals will compete in some of the major livestock shows in 1962—at the Arizona National in Phoenix, Jan. 2-6; Southwestern Fat Stock Show in Ft. Worth, Jan. 26-Feb. 4; San Antonio exposition, Feb. 9-18; Houston Fat show, etc.

CARCASS CUT-OUT WINNERS NAMED IN CALIF. SHOW

Sinton and Brown Company of Santa Maria, Calif., showed the steer at the Grand National Livestock Exposition in San Francisco which won the carcass cut-out contest. The judges had selected the animal from a pen of five, and it had placed sixth on the live basis in competition with nine other entries. Second place on retail cut-out value was won by an entry of John H. Guthrie, Porterville, Calif., and third place went to Kern River Land & Cattle Co., Bakersfield, Calif. The California Cattle Feeders Association co-sponsored the contest.

54 COULTER BULLS YIELD \$760 FOR TOTAL OF \$41,025

Ranchers from Nebraska and several nearby states paid a total of \$41,025 for 54 bulls offered by Bern and Cal Coulter at Bridgeport, Nebr., last month. Highest price paid in the sale, for which the over-all average was \$760, was \$1,500, which was bid on two separate animals; other high prices were \$1,350 and \$1,200. A number of the bulls brought prices above \$1,000.

ANCA Convention Tampa, Fla. • Jan. 24-27

RICHARDS ANGUS SHOW SET FOR PHOENIX NATIONAL

The Arizona National Livestock Show, Jan. 2-6, 1962, will feature a special Angus show named in honor of Frank Richards, veteran executive secretary of the American Angus Association.

Total registrations of purebred Angus calves reached an all-time high of 266,622 in 1961.

LOS ANGELES SHOW OFFERS \$65,000 ON LIVESTOCK

The 36th annual Great Western Exposition and Livestock Show will take place Nov. 15-21 in Los Angeles, Calif. More than \$65,000 in premiums will go to winners in the livestock division of the show.

FEEDLOT TALK

DR. ADVISES ON BARLEY



Feeders considering use of an all-barley ration to fatten cattle should observe these precautions, says Dr. C. D. Story of the Colorado State University:

Feed roughage free choice the first two weeks on feed; the barley portion of the ration should be increased gradually to full feed at the end of this period (some cattle may take longer); use a protein-mineral-vitamin supplement (check with your feed dealer for recommendations); the combination of alfalfa hay and barley often causes bloat (use non-legume or mixed hay during the initial two-week period); watch cattle carefully, since it may be necessary to feed some hay along with barley throughout the fattening period; keep cattle on full feed at all times (they may founder if they become hungry before having access to large amounts of high-energy feed).

Many commercial feeders in Colorado routinely use a low roughage-high concentrate ration, says Dr. Story, but they rarely depend on a single grain to furnish bulk or roughage. Instead they use a mixture of several grains and grain by-products, depending on price relationship, along with a minimum of corn silage, ground alfalfa hay or dehydrated alfalfa pellets.

More Fats To Be Used

Use of fats in mixed feeds could increase almost a billion pounds a year, says USDA. Present use is about .5 billion pounds. The fats and oils industry needs new outlets for its supplies, since the volume used in soap-making has declined with the advent of synthetic detergents. Largest single new market for fats and oils is in animal feed, a product that would be en-

hanced by use of more fats, says USDA. An economic analysis of "Fats Added to Feeds" is contained in Marketing Research Report No. 498, available from the Office of Information, USDA, Washington 25, D. C.

Feed Use Estimated

American Feed Manufacturers Assn., 53 West Jackson Blvd., Chicago 4, Ill., has published "Estimated Feed Use and Supplies for feeding year Oct. 1, 1961-Sept. 30, 1962." The analysis is made by a committee of 24 agricultural college leaders from all sections of the nation.

Chicago Feeder Prices

In the 17th annual Chicago Feeder Cattle show and sale, the champion load of Angus steer calves, exhibited by M. F. Carlson and Son of Lodgepole, Nebr., took the reserve championship in the show; the 449-pounders sold at \$55.75 per cwt. The champion load of heifer calves, 20 head of Angus shown by George McCafferty and Wm. Sederholm of Belt, Mont., brought \$34 per cwt.

Expanded research into the factors that make top-quality beef is made possible by a new feedmill at the Davis Campus, University of California. The research feedmill was built through a fund contributed by the California Cattle Feeders Association. UC scientists are using the mill facilities to determine just what rations are the most economical and produce the best steaks, roasts and hamburger. Their findings, which will be made available to all commercial cattlemen and cattle feeders in California, will be tested by a consumer taste-testing panel.



Arizona Newsletter Chattiest and Newest

Perhaps the chattiest, newest little publication a-goin' is the Weekly Market Report & Newsletter which carries the signature of Abbie W. Keith, veteran secretary of the Arizona Cattle Growers Association.

Maybe Mrs. Keith would reply to our praise of her newsletter, which also carries market reports and items of general news value, by saying that all she does is quote people. But isn't that just exactly what makes a top newswriter—singling out the interesting in people and putting it in print?

We'd like to give you some sample quotes from her newsletter dated Oct. 31:

(From Claude Gatlin, at Safford): "Well, I guess Paul Hoskins isn't the only one who has calves that resemble quail. Here on Glen Layton's ranch a big, fat calf was shot. I happened to find it in time to save it. It was shot right in one of our water lots that I had closed up to catch the cattle as they came in so I could check them for worms. We have triggers on most of our water lots. We also had a yearling that was caught by a bear."

(And, from A. W. Bundrick, near Winkelman): "This has been a rough year, and to top it off we got our first rain, Aug. 22, which was more than just a sprinkle. The rain tried to make up for lost time by washing the country almost away. We could not get to town even with the Jeep, until about a week ago. We just slipped back about 40 years—had to pack our groceries in on a horse. Finally we got the Jeep out and then left another Jeep on the ranch side of Ash Creek to pull the first one back up the side. It wasn't water that stopped us—just no road at all, and a straight up-and-down bluff about 40 feet high. The county sent a bulldozer out to help us, and while the road isn't finished yet we can breeze along at about 10 miles per hour and still stay in the Jeep, so we're sitting pretty."

(During a visit to the office, Kenneth Anderson of Cave Creek, talking to

Bud Jones of Payson): "Everybody was talking about how congested the country was getting and they wanted to take more ground for recreation, and you were sitting there just listening. And all at once you said to the forest men, 'Well, if the country is getting that filled up with people you'd better take some of this ground and go to raising something on it for the people to eat (such as beef cattle!)' They are taking all the good farm land around here for planting houses. They'd just as well put the houses out on the ground that ain't worth a darn. They say up around Payson they are putting subdivisions on all the good meadows."

(And, somewhat in the same vein, Mrs. Keith has this to say:) The area around Glendale has grown so congested, and around Marinette it soon will be in the same condition. Cattlemen are finding it hard to use the pens where they now are, so the (Santa Fe) railroad and the cattlemen, too, think it would be better to build a new corral at Beardsley."

(Commenting on a serious accident which recently befell Johnie Lee (Mrs. Norman) Fain: "They had just saddled up in a corral high up on the slope of Minguus Mountain to start their roundup. It was early in the morning and chilly. The pole gate to the corral was just down at one end and as the horses started out Johnie's became nervous, reared up and fell over backward on top of her. It was a horse she had ridden for 10 years and, as Norman said, he had a lot of life; but she had always been able to handle him well and could have this time if he hadn't thrown himself backwards. It took some time to get an ambulance to the spot, and when they got her to the hospital they found seven ribs and her back broken. That was about 10 days ago and she is doing well."

There, in a single two-sheet issue is a composite "portrait" of a stockman's life—some of his problems (the crowding-out of his lands, hunting, weather) and just plain neighborly reporting of the injuries that can occur far from immediate medical help.

ANCA Representatives Testify on Land Laws

Representatives of the American National in testimony before a House public lands committee in Phoenix, Ariz., on Nov. 3 gave general approval of the broad principles of HR 7788, a bill designed to up-date public land laws. (The bill would authorize "classification, segregation, lease and sale of public land for urban, business and occupancy sites and repeal obsolete statutes.")

However, a number of amendments to the bill were suggested. Reading from a prepared statement, Floyd W. Lee, San Mateo, N. Mex., the association's public lands chairman; Dee Brownfield, Deming, N. Mex., former chairman of the national BLM advisory board, and Executive Vice-President C. W. McMillan, Denver, urged retention of present "workable land laws," and particularly the section in the Taylor Grazing Act giving stockmen preference in purchases of offered contiguous or rough land.

The bill is the first of a series of bills concerning public land that will be proposed by the Bureau of Land Management. A second bill, not yet introduced, will propose disposition of public lands valuable for agriculture and other uses. Since there are other bills to follow that would affect public land laws, the statement suggested that action on HR 7788 be delayed until all bills can be considered simultaneously.

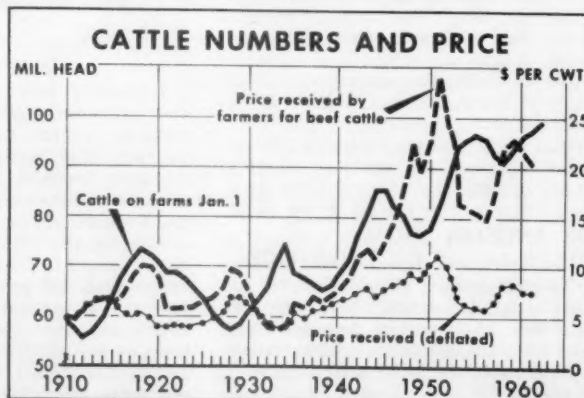
Family Food For Survival Explained

What Americans need to know about providing food and water for survival at home or in a family fallout shelter following nuclear attack is told in USDA's "Family Food Stockpile for Survival" (HG-77). It urges families to store and maintain a special emergency food stockpile or build up their regular food stores so there is always a two-week supply on hand. Write to Office of Information, USDA, Washington 25, D. C. Free.

Chart Shows Strong Consumer Demand for Beef

Basis of a strong consumer demand underlying the cattle industry is illustrated by the long-run adjustment of cattle prices and numbers. The post World War II years, with their rapid technological change and growth in income, have been important in raising the price received by ranchers for cattle.

Per capita consumption of beef during 1910-14 averaged 65.8 lbs. And average price for all cattle averaged \$5.52. During 1956-60 per capita consumption averaged 83.4 lbs. and price \$19.40. See chart. Meanwhile wholesale prices rose 2.6 times above the 1910-14 level. Adjusting the 1956-60 average price for the rise in wholesale prices, yields a deflated average price of \$7.30. So a 27% increase in per capita consumption was accompanied by a 32% increase in the real price. This combination of improved prices and rising consumption overtime attests to the increasing preference for beef as a meat and the rising real level of income enjoyed by the consuming public. —From USDA.



FOREIGN LIVESTOCK NOTES

ABUNDANCY AND HUNGER

The Food and Agriculture Organization of the United Nations has just released its report on The State of Food and Agriculture, 1961. The review this year again reveals the general pattern of the past decade: an abundance, often a surplus, of agricultural products in the economically more developed half of the world, and the continuing malnutrition and even hunger in many of the less developed countries. Prices of agricultural products on world markets have continued to decline.

EYING ARGENTINE MEATS

Foreign Crops and Markets quotes Japan's director general of animal sanitation in Argentina as saying that actions taken to eradicate foot-and-mouth may permit Japan to lift its sanitary barriers against Argentine meat. Japan closely controls imports of meats in order to conserve foreign exchange and prevent introduction of foot-and-mouth and other diseases. Prospects for eradication in the near future of foot-and-mouth disease in Argentina are remote, says the USDA publication, although Japan might import some mutton from Tierra del Fuego, said to be free of the disease.

SUSPENDS MEAT IMPORTS

Italy on Oct. 7 suspended imports of slaughter cattle and beef, except frozen beef for the armed forces and frozen glands for pharmaceuticals. Suspension of beef imports is effective when the domestic price of steers falls below 22 cents a pound; on live cattle the sus-

pension goes into effect when the average price of second quality cows drops below 13½ cents a pound.

BRAZIL GETS GRANT

Grants for research on cattle, pine trees and citrus have been awarded to Brazilian scientific institutions by USDA. The pine and citrus study will be designed to help combat diseases and insects in the United States. One of the cattle studies is designed to improve beef and dairy herds in hot areas and provide a basis for expanding export of U. S. cattle and semen to South America. With the other cattle grant foot-and-mouth disease will be studied in the attempt to produce effective vaccines and will complement present research on foot-and-mouth disease under way at USDA's Plum Island Animal Disease Laboratory.

WANT \$20-MILLION LOAN

Colombian cattlemen are urging the cattle bank to borrow \$20 million from the Bank for International Development, the money to be used to increase loans to cattle producers and finance construction of packing facilities so beef can be exported.

BUILD-UP HALTED

Cattle on farms in Argentina on June 30 numbered 43.4 million head or 5% more than a year earlier. This is 3 to 5% less than forecasts had indicated, but the expected build-up in numbers may be only temporarily halted by the 1961 drouth.

Strict Check on Animals Moving Into Florida

Movement of animals into Florida from other states has been put under strict surveillance by USDA and Florida Livestock Commission to prevent entry of screwworms. Action was taken as result of recent spread of screwworms into Alabama and Georgia from infested areas farther north and west. Efforts are being made by federal and state officials to free the Southeast of this pest as rapidly as possible, so areas in Florida where screwworms can survive the winter will not become infested. Three inspection stations have been set up along the northern Florida line, where all livestock entering the state must be checked for screwworms. In addition to farm livestock, dogs and horses also are inspected and, if necessary, treated with insecticides to destroy screwworms.

USDA scientists have now discovered several chemicals that prevent reproduction in insects. These, they believe, have potential advantages over sterilizing radiation and could lead to improved control in eradicating insects.

To Study Drouth Resistant High Land Forages

Alan A. Beetle, Wyoming University range management scientist, will study range vegetation in central and northern Mexico under a \$3,000 grant from the Rockefeller Foundation. Aim of the study is to develop new knowledge about drouth-resistant forages growing at high elevations. Appearance of Pampean Brome on Wyoming certified-seed lists resulted from an earlier study by Beetle in the southern Andes Mountains in South America.

Offers Revised Vet Medical Guide

A newly revised and expanded "Veterinary Medical Guide" has been issued by American Research Farms, Inc., at Lenexa, Kans. (price 25 cents). The booklet is indexed and illustrated, and contains discussions of prevalent diseases in various animals—symptoms, cause, treatment and prevention. Also taken up: vitamin supplements, use of antibiotics, instruments, drugs, etc.

Best Name in Pest Control



Ranch Man

SPRAYERS

500 lbs. pressure. 5, 10 or 20 G.P.M.
4-cylinder radial pump. Proven dependability.
Pest control boosts profits. Saves costly losses.
RANCH-MAN 500-lb. pressure can do any and all control jobs on cattle, orchards, etc. White-washes and fights fire, too. It pays to invest in the best. Write for catalog and price list.

Livestock Sprayer Mfg. Co.
765-H Coleman Ave., San Jose, Calif.

NU-WAY "SUPER" ROLL-ON REVOLVING AUTOMATIC OILER
Expanded Metal Rubbing Cable
Featuring Giant Steel Tube
3 WAY POSITION
Vertical, Horizontal or Angle
NOTHING AS EFFECTIVE EVER BEFORE
5 to 55 GALLON CAPACITY



With movable stand, or attach to a post, tree or building New Special FACE FLY Attachment. Single units handles up to 200 head! Hogs use it! Cheaper than spraying! Many models to choose from! Write for literature and Special LOW Price!

NU-WAY, Dept. 5, P.O. Box 552, Sioux City, Ia.

\$5.75 TATTOO MARKER
EXTRA LETTERS OR FIGURES—30c EA.




Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.75 postpaid.

CATTLE BLANKETS



Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.

NECK CHAINS



1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners.
4. Priced reasonable.

FREE CATALOG

Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser.

—Write for it.

BREEDERS SUPPLY CO. COUNCIL BLUFFS IOWA

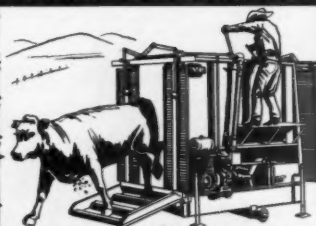
HEREFORDS
Horned & Polled

Range Raised Bulls—1 or a Carload

Freeland & Evalyn Farnsworth
Larry & Sandra Southard
Rt. 4, Box 245, Porterville, Calif.
Phone Glennville, Kern Co., 536-8514
or Glennville, Kern Co., 536-8812



Knocks Out Parasites



SPRAY-DIP

SPRAY-DIP gives 100% saturation coverage. The only proved method of complete parasite control for cattle. Safer than dipping vats, surer than hand sprayers. Approved for scab control in many states. Pays for itself in added weight at the scales. Filters and reuses spray. Write for catalog and price.

Livestock Sprayer Mfg. Co.

765-J Coleman Ave., San Jose, Calif.

GREENVALE
REG. POLLED HEREFORDS RANCH
H.P. & H.J. Reamer
ph: SACRAMENTO Frontier 1-5579

RI. 1, BOX 103
Clarksburg, CALIFORNIA

"Federal aid to education should start with teaching arithmetic in Washington."—Alvin E. Ericson, Bonduel (Wisc.) Times.

\$198 lowest cost approved scale



Get more \$ per head

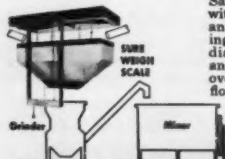
WITH SURE-WEIGH

LIVESTOCK SCALE

0-3000 lbs. 1/10 of 1% accurate. 10-yr. guarantee

Know animals weight when shipping to market. Under-guessing cuts profits. Scales quickly pay for themselves, fit anywhere. 3 models: permanent, portable and mobile.

Make your own feed rations BATCH HOPPER-SCALE



Save labor and money with overhead blending and weighing of bulk ingredients for gravity discharge to grinder and mixer. 2 models: overhead hanging and floor standing types.

Scale mechanism sets on floor above, hopper and weigh beam hang below.

Send for FREE plans and idea book

FERGUSON-HANKS CORP.

2140 W. Lawrence Ave., Dept. 47J Chicago 25, Ill.

Name _____

Address _____

Town _____ State _____

Farmer Agent Inquiries Welcome

1372

NAMES in the Livestock NEWS

Herbert Chandler of Baker, Ore., was honored recently at the Pacific International Livestock Exposition when the 1961 show was dedicated to him at a Chandler testimonial banquet sponsored by the Oregon Hereford Association. The lifelong Hereford breeder, who is well known in the American National Cattlemen's Association membership, has twice served as president of the American Hereford Association and is the father of Charles Chandler, newly elected head of that same organization.

Lee D. Sinclair, deputy director of the Packers and Stockyards Division, USDA, is leaving that post to join the staff of the Federal Trade Commission.

G. R. (Jack) Milburn, immediate past president of the American National Cattlemen's Association, has been appointed to a three-year term on the board of directors of the Montana Chamber of Commerce.

Last Roundup

Grover B. Hill: He passed away Oct. 12 after a brief illness. He was 72, and a native of Amarillo. In the Roosevelt administration, he served as under secretary of agriculture; he worked on the country's range program in Washington, and during World War II was assistant food administrator. For many years he was secretary of the Panhandle Livestock Association. He was president of the Federal Intermediate Credit Bank at Wichita, Kans., when he retired in 1959. He was well known in the American National.

Frank Monroe: Mr. Monroe, who ranched at Thatcher, Colo., passed away several months ago. He had been a member of the American National since 1954.

Frank Lord: The president of the Yakima County Cattlemen's Association, who lived at Cowiche, Wash., passed away some weeks ago.

We Eat More Beef Than Australians

We generally think of Australians as outranking us in the consumption of beef and veal. But that isn't true now—maybe for the first time in history. According to the Australian Meat Board and Commonwealth statisticians, the 1961 per capita consumption in Australia of both beef and veal will be 86.4 lbs. USDA estimates now place our consumption at more than 92 lbs. per capita.

Australian consumption of beef and

veal has fallen from a recent high of 128.9 lbs. in 1957 and an average of around 145 lbs. before World War II. U. S. consumption has risen almost steadily from 1951's postwar low of 62.7 lbs.

Australian consumption of all red meats has not changed substantially over the years because of an increase in lamb, mutton and pork eating. During 1961 the Aussies will eat 61.6 lbs. mutton, 37.5 lbs. lamb and 11.5 lbs. pork.

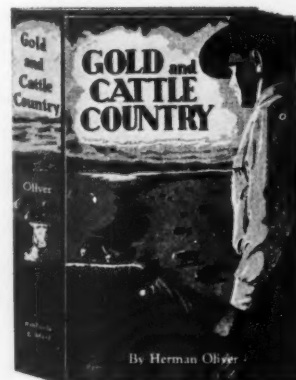
Americans, on the other hand, annually consume more than 60 lbs. pork but only 3 or 4 lbs. lamb and mutton.

Australia ranks third, the United States fifth, in world meat consumption per person.

The leader is Uruguay at 259 lbs. per capita, with New Zealand (229), Australia (226), Argentina (175), United States (162) and Canada (142) following. Russia has a per capita consumption of only about 70 lbs.

For Christmas Giving

Herman Oliver's



"This book will bring no comfort to the weak ones who must rely on government; it is a book for the strong and self-reliant. It is a book for men, not robots." —Giles French, Editor, Sherman County Journal.

You may use the coupon to order your copies direct from the American Cattle Producer.

American Cattle Producer,
801 East 17th Ave.,
Denver 18, Colo.,

Inclosed is \$_____ for () copies of
GOLD and CATTLE COUNTRY at \$4.50
per copy.

Name _____ Please Print

Town _____

State _____



Dec. 11-15—Washington State University Stockmen's Short Course, Pullman.
Jan. 2-6—Arizona National Livestock Show, Phoenix.
Jan. 10-11—New York Beef Cattlemen's Assn., Ithaca.
Jan. 11—Arkansas Cattlemen's Assn., Little Rock.
Jan. 11-12—Mississippi Cattlemen's Assn., Jackson.
Jan. 12-20—National Western Stock Show, Denver.
Jan. 18-19—North Carolina Cattlemen, Raleigh, semi-annual meeting, Denver.
Jan. 18-19—National Live Stock & Meat Board Jan. 20—Arizona Cattle Feeders Assn., Phoenix.
Jan. 24-27—American Natl. Cattlemen's Ass'n. Convention, Tampa, Fla.
Feb. 7-8—Tennessee Livestock Assn., Nashville.
Feb. 9-10—Idaho Cattle Feeders Assn., Boise.
Feb. 12-13—Louisiana Cattlemen's Assn., Baton Rouge.
Feb. 26-27—National Beef Council, Phoenix, Ariz.
Mar. 15-17—Kansas Livestock Assn., Wichita.
Mar. 25-27—New Mexico Cattle Growers Assn., Albuquerque.

CHICAGO LIVESTOCK PRICES

	Nov. 16, 1961	Nov. 28, 1960
Steers, Prime	\$25.00 - 27.25	\$26.75 - 29.00
Steers, Choice	24.00 - 26.25	25.25 - 27.75
Steers, Good	23.00 - 25.25	24.25 - 26.50
Steers, Std.	21.50 - 23.25	22.50 - 24.50
Cows, Comm.	15.25 - 16.75	14.50 - 16.25
Vealers, Gd.-Ch.	—	21.00 - 25.00
Vealers, Std.	—	16.00 - 21.00
F. & S. Strs., Gd.-Ch.	22.00 - 28.50	22.00 - 28.50
F. & S. Strs., Md.	20.00 - 24.00	19.50 - 23.25
Hogs (180-240#)	16.25 - 16.65	17.75 - 18.40
Lambs, Gd.-Ch.	14.00 - 17.00	14.50 - 17.50
Ewes, Gd.-Ch.	4.00 - 5.00	5.00 - 6.00

WHOLESALE DRESSED MEATS

	Nov. 16, 1961 (Chicago)	Dec. 1, 1960
Beef, Choice	\$39.00 - 42.00	\$42.00 - 45.50
Beef, Good	38.00 - 41.00	40.50 - 43.50
Beef, Std.	36.50 - 39.00	38.00 - 41.00
Veal, Prime	51.00 - 54.00	51.00 - 55.00
Veal, Choice	46.00 - 50.00	48.00 - 52.00
Veal, Good	37.00 - 46.00	36.00 - 45.00
Lamb, Choice	36.50 - 39.50	36.00 - 32.00
Lamb, Good	—	35.00 - 40.00
Pork Loin, 8-12#	39.50 - 42.00	43.00 - 46.00

COLD STORAGE HOLDINGS

	Oct. 1961	Sept. 1961	Oct. 1960	1956-60 Avg.
Frozen Beef	158,041	157,474	161,677	135,429
Cured Beef	12,696	13,161	10,294	10,382
Total Pork	134,400	128,285	143,934	153,897
Frozen Veal	10,101	8,127	10,768	11,095
Lamb & Mutton	19,774	21,019	12,286	10,264

Wrap-Up on Rodeos

Robert West Howard, a man whose interest in things western has resulted in authorship of a small library on his own, has a new one out in cooperation with Oren Arnold. It's called "Rodeo" and descriptively subtitled "Last Frontier of the Old West." Maybe you can't expect one little 50¢ paper-backed book to cover any subject completely, but this one comes awfully close to it; and there's an index (four pages of pictures, too). It does an admirable job on every phase of the rodeo—history, cowboy lore and language, the color of the event itself—and it makes smooth reading, because it's been thoroughly researched and is interestingly written. It's a Signet book, published by New American Library, New York.

"WHERE TO BUY" CLASSIFIED DEPT.

Classified rates: 90 cents a line; lower rates for 18 lines or more and for 3 and 6 insertions. Figure a line as 7 words.

RANCHES, FARMS

WE OFFER FOR SALE our farms and ranches located at Ulm and in the Chestnut Valley, 4 M. So. W. of Cascade, Mont. Total of 14,000 A. deeded plus some leases of foothills and bottom lands, well watered with springs, creeks and river with ample summer and winter protection and shelter with a total of 40 pastures. Hay and corn fields irrigated with sprinkling systems and by flooding. Ranches are organized and especially suited for feed lots and for running both registered and grade cattle with ample barns, corrals, loafing and calving sheds. There is a 400 acre wheat allotment. There are 4 roomy modern 6 to 8 room houses, garages attached, and 3 secondary semi-modern houses along with 6 summer cabins located on creeks. There are adequate shops, storage facilities and grain and feed bins. Average price per acre approximately \$30.00, terms to responsible parties with reasonable down payment. Registered and grade cattle and equipment or portions of same may be purchased with ranch or with portions of ranch to suit purchaser.

ANDERSON RANCH CO.

P. O. Box 2004, Great Falls, Mont.
Ph. GL 3-6789 and Cascade 8-3927

3,600 ACRES BRAZOS RIVER LAND. Located in McLennan and Falls Counties, in Central Texas. 2,800 acres in rich farm land, complete irrigation system with concrete lined canals, an abundance of water. Modern feedlot with push-button type electric feed mill can handle 5,000 head. Fully equipped and one of the finest farm and feeding operations in the state. For more information call or write **JOE A. PEACOCK & SON**, Milam Bldg., Capitol 4-8911, San Antonio 5, Texas.

1,325 acres—800 cultivated, 500 seeded & fertilized to wheat & barley, balance all plowed for peas & summer fallow. Palouse area high yielding wheat and pea land. Entire crop and some machinery goes. Priced to sell—\$260,000 with good terms. Will take good contracts, mortgages, or smaller ranch in trade up to \$130,000. Large list of other farms available.

Jack Schell

113 S. 9th, Walla Walla, Wash.
Johnson's Real Estate
Phone Jackson 9-3696
or Jackson 5-6399

3000-A. CALIFORNIA RANCH

4 hr. L. A., 56 mi. to air base, 2 mi. frnt. on Hwy. 166. Pasture-grain-graze land. 500 hd. cap. Fine home. Unusual buy. \$295,000, 29% down. Should sell quick.

WALKER REALTY

2485 Long Beach Blvd., Long Beach, Calif.

ARIZONA CATTLE RANCHES

Gene Clem Real Estate
4851 E. Washington, Phoenix, Ariz.

LOOKING FOR A RANCH? For the best, ask Bill Thach, So. Colo. Land & Livestock Co., 1st Nat'l Bank Bldg., Walsenburg, Colo. Phone 17.

For South Florida Ranch, Farm or Grove properties, large or small, write Robert L. Harris, P.O. Box 926, Fort Pierce, Fla. Registered Real Estate Broker and 20 years practical experience cattle and agriculture.

FOR BEST New Mexico Cattle and Sheep Ranches write PRAGER MILLER, Ranch Specialist, 204, So. Kentucky, Roswell, New Mexico.

SOUTHEAST KANSAS Ranches. Large and small, Flint Hills section, annual precip. 36 in. Munyon Realty, Phone 42, Longton, Kansas.

BROGAN RANCH REALTY
Write for our listing circular
BOZEMAN, MONTANA

FORCED SALE BY OWNER

Cheap home for stock \$87,500, buys 540 irrigated hay & pasture, 188 dry with 640 Taylor. 2 sets of modern buildings. Close in, grade & high. S.C.S. figures 1 to 3½ A.U. per acre on irrigated pasture for growing season. Write Box 206, Greybull, Wyo. Phone: P. O. 5-4383.

RANCHES, FARMS

403 A. ranch adj. Trinidad, Colo. Good gamma grass, 3 coal veins, rock quarries, feedlots, good barns, ponds, 2 stucco houses. Spring and city water. Write—H. D. Hudson, Agt., Branson, Colo.

AUCTIONEERING

LEARN AUCTIONEERING. Free catalog. Reich Auction School, Mason City, Iowa.

AUCTIONEERING PAYS BIG. Now, two schools to choose from: Billings, Mont.; Meridian, Miss. Free booklet. Western College of Auctioneering, Box 1458, Billings, Mont.

LIVESTOCK

FOR SALE: Performance Tested Angus Bulls. Large, heavy, fast growing of Scotch breeding. Advanced Register Records. Frozen Semen from our Imported Scotch and P. R. I. progeny proven herd sires. Folders with data and prices on request.

Address: James B. Lingle, Manager
(Telephone: Taylor 7-2041)
WYE PLANTATION, Queenstown, Md.

HAUMONT SHORTHORNS—Polled bulls and heifers of bloodlines famous for beef and milk. Frank J. Haumont, Broken Bow, Nebr.

PHOTOGRAPHS

Livestock oil portraits—enlargements. Write for particulars. Ruth Brandenburg, P.O. Box 2506, Denver 1, Colo.

RANGE CATTLE IODINE

PREVENT COSTLY IODINE DEFICIENCY TROUBLES AND LOSSES OF NEWBORN CALVES. USE "D-F-I" POTASSIUM IODIDE 90% U.S.P. SUREST PROTECTION YET KNOWN. SUCCESSFULLY USED SINCE 1936 IN EVERY WESTERN STATE. 25-pound drums good for over seven tons stock salt or minerals \$3.00 per pound. One-pound jars sufficient for 380 pounds \$3.45 postpaid. "D-F-I" widely used to fortify inadequately iodized commercial products. Order directly is best. **CULLINAN'S D F I, BUCKTAIL, NEBR.** (Under U.S.D.A. INSP. since 1936)

MISCELLANEOUS

NO HUNTING SIGNS, any material, lowest prices. FREE sample-catalog: SIGNS, 54 Hamilton, Auburn, New York, Dept. C.P.

WRITE JACK GAMET, your Western native son, for free market information. Great Northwest Commission Co., Stock Yards, Sioux City, Iowa.

SELLING 50,000 INDIAN RELICS, arrowheads, tomahawks, axes, skulls, peace pipes, etc. List free. Lear's, Glenwood, Ark.

MAMMOTH PECAN HALVES—3 pounds, \$4.55; 5, \$7.25; 10, \$14.10; postpaid. SOUTHLAND PECAN, Rt. 4, Box 552, Bessemer, Alabama.

MINK—\$25.00 each. Bred Females for April delivery. Book: "Domestic Mink." \$1.00. HARRY SAXTON'S MINK RANCH, Bemus Point, N. Y.

ADAMS LIVESTOCK SERVICE Inc.

Livestock order buyers, livestock hauling, good-doing stocker and feeder cattle shipped to you for your approval at attractive prices. ... A complete livestock service.

Bonded, Licensed
And Insured

P. O. BOX 6154, MONTGOMERY, ALA.
Office Ph. 262-0350 Nite Ph. 265-8414

*Going to Tampa for the American National
convention? . . . Why not go on to*

SOUTH AMERICA

with the new and better-than-ever . . . 8th Annual Record
Stockman Tour

26 Glorious Days . . .

5 Exciting Countries

**Peru • Brazil • Panama
Uruguay • Argentina**

*By BRANIFF'S EL DORADO
SUPER JET FLIGHT*

**TOUR DEPARTS FROM MIAMI
WEDNESDAY, JANUARY 31**

Here are some of the highlights:

- Especially arranged visits to outstanding cattle ranches in Argentina, Uruguay and Brazil in areas seldom visited on the average tour.
- Personal exchange of knowledge and ideas with South America's leading ranchers and stockmen.
- A tour of BRASILIA—the world's newest capital—architectural marvel of the Americas.
- Resort facilities and superb cuisine of some of the very finest hotels and restaurants in the world.
- A full program of sightseeing and plenty of leisure time for bargain-shopping, fun on the beaches and evening entertainment.



Montevideo, Uruguay



The 1961 Record Stockman Tour in South America will be a fabulous and fascinating adventure to another world—wonderful blending of present and the past.

You'll discover an exciting world of fun, scenery and historic wonder, wherever you go.

Plan now to join other leading stockmen on this fabulous tour . . . a thrilling experience in inter-American understanding.

Personally conducted by a representative of The Record Stockman.

For reservations, call or write

WHITLEY TRAVEL AGENCY

648 17th St., Denver 2, Colo., Phone AComa 2-2828

OR

THE RECORD STOCKMAN

1400 East 47th Ave., Denver, Phone CHerry 4-6553

